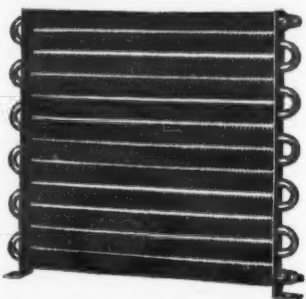


McCORD BUILT CONDENSERS



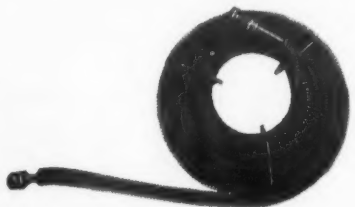
Type "B" Continuous Coil
McCORD CONDENSER

McCord condensers are made in many sizes and shapes to meet the requirements of a wide variety of electric refrigerators.



Type "A" Single Row Continuous Tube
McCORD CONDENSER

McCord "Spiral Fin" continuous tube condensers are made by a patented process that insures a continuous metal to metal contact between the fin and the tube. Only seamless, bright, annealed tubing is used and the fin is corrugated, giving greater radiative efficiency.



Type "B" Spiral Fin Continuous Coil
McCORD CONDENSER

The popular "bee hive" condenser designed to occupy a minimum of space. It is installed so that all air currents created by the fan pass over the coils giving great capacity with a small amount of tubing.

**McCORD RADIATOR
& MFG. CO.
DETROIT
MICH**

LIMITED EDITION!

If you are interested in Porcelain Enamel You will want to read our Text-book, which describes how the enamel is prepared and applied. Price \$3.50

The Ferro Enamel Supply Co.
Cleveland, O.

LITERATURE OF MANUFACTURERS

Catalogues, bulletins and direct advertising material recently issued. Manufacturers are requested to send copies of new trade literature promptly to Electric Refrigeration News.

Absopure

A folder received from the General Necessities Corp., Detroit, Mich., covers the line of Absopure electrically refrigerated ice-cream cabinets, ranging in size from two holes to twelve holes. Four photographs of cabinets are included in the folder and specifications of each model are also given.

Bilt-Rite

Catalogs Nos. 27 and 28 and a folder have been sent in by the Russ Manufacturing Co., Cleveland, Ohio, illustrating their line of soda fountains and counters especially adapted for electric refrigeration. Each model is illustrated, and specifications for each are included.

Callectro-Frost

The California Electric Refrigerators, Inc., Berkeley, Calif., has issued a folder describing Callectro-Frost domestic and commercial refrigerators. Photographs of an air-cooled compressor and a condensing coil are included, along with views of buildings recently equipped.

Creamery Package

A folder describing self contained refrigerating systems has been received from the Creamery Package Mfg. Co., Chicago, Ill. Units ranging from quarter and half ton to five ton capacity are illustrated in the folder and specifications for each unit are given.

Esco

The Esco electric milk-cooling cabinet line is described in a folder issued by the Esco Cabinet Co., West Chester, Pa. A cut-out view shows the interior and the arrangement of cooling coils. In addition the folder contains two temperature graph charts and describes three methods of cooling milk with Esco equipment.

Kelvinator

Two folders describe the complete line of dairy and ice cream equipment offered by Kelvinator. Thirteen photographs of single and double row remote ice cream cabinets, ranging in size from two to twelve holes, with diagrams and specifications are included. A view of the Kelvinator milk cooler is also contained in the folder. Eight water and air cooled condensing units are also shown.

Lansing Sales

Lansing moving covers for refrigerators are described in a folder received from the Lansing Sales Co., Boston, Mass. The covers are made of heavy canvas, fleece lined and heavily padded throughout.

Luitweiler

California Pride electric refrigerators are described in a folder of the Luitweiler Cam Pump Co., Los Angeles, Calif. Photographs of a cam-drive compressor using sulphur dioxide and a cabinet with compressor on the top are included.

Savage

Photographs and diagrams of the Savage mercury compressor and ice cream cabinets are contained in a booklet received from the Savage Arms Corp., Utica, N. Y. In addition to the description of both units, there is included an explanation of the mercury system.

Taylor

The Taylor freezer is described in a folder issued by the Taylor Freezer Corp., Beloit, Wis. This machine enables the retailer to manufacture his own ice cream at what is claimed to be a considerable saving.

Universal Cooler

Conversion units for ice and salt cabinets are described in a folder published by the Universal Cooler Corp., Detroit, Mich. Two types of conversions for dry pack and tray pack cabinets are explained.

Milwaukee Firm Considers Comfort of Customer in New Display Room



REQUESTS FOR INFORMATION

Readers who can assist in furnishing correct answers to inquiries or who can supply additional information are invited to address Electric Refrigeration News, referring to the query number.

Query No. 138—"I would appreciate very much if you would furnish me with the names and addresses of manufacturers of small household refrigerating units. If I can buy right I intend to assemble my own cabinet."—P. S., St. Louis, Mo.

Query No. 139—"An electric refrigerator dealer in Milwaukee writes: 'Do you know of anyone manufacturing glass cubes that could be used for display purposes? We would like to find a manufacturer of metal molding to be used for carrying copper tubing where installations are being made in old apartment buildings.'"

Query No. 140—"An electric refrigerator dealer in New Orleans, La., makes the following request: 'Will you kindly advise us where we can purchase a dehydrator for use with domestic and semi-commercial refrigeration units?'"

Query No. 141—"A manufacturer of electric refrigerators in California makes this request: 'We are seeking information as to where we may purchase a refrigeration oil known as 'Galena' or some name similar to that.'"

"PLEASE CHANGE MY ADDRESS"

Recent movements of Electric Refrigeration News subscribers as indicated by requests for changes in mailing addresses.

- Baker, John B., from 409 Alcalde to 6343 Richmond, Dallas, Tex.
Bartlett, Wm. A., from P. O. Box 178 to 115 N. Richmond St., Appleton, Wis.
Breckenridge, D. E., from 1213 Mulford St., Evanston, Ill., to 121 Second St., Milwaukee, Wis.
Burdick, B. L., from c/o Peoples Gas Electric Shop, 294 West Water St., to 465 Milwaukee St., Milwaukee, Wis.
Carle, Bernard W., from 4107 Woodbine Ave. to 3810 Tudor Hall Ave., Baltimore, Md.
Conrad Radio Service, from 19 Broadway, Long Branch, N. J., to Elmora, N. J.
Dade Refrigerating & Engineering Co., from 9 S. E. 6th St. to 2160 N. W. 1st St., Miami, Florida.
Daniels, Geo. A., from c/o Ingram-Richardson Corp., Bayonne, N. J., to 26 Cortland St., New York, N. Y.
Edmunds, Wm. J., from 6031 Lakepointe to 12666 Cherrylawn Ave., Detroit, Mich.
Fitzgerald, T. P., from 1042 Lanier Blvd., Atlanta, Ga., to 304 S. Melville Ave., Tampa, Florida.
Garrow, James J., from 6226 No. Clark St. to 4201 Lawndale Ave., Chicago, Ill.
Haviland, J., from 250 E. Gd. Blvd. to 1780 Field, Detroit, Mich.
Helwig, B., from 122 W. Willis to 13725 Dexter, Detroit, Mich.
Jewett, John E., from 2308 West 7th St. to c/o Elks Club, 6th and Park View Sts., Los Angeles, Calif.
Kobick, Henry G., from 161 N. Michigan to 160 E. Illinois St., Chicago, Ill.
Lassen, Manuel, from 3840 Beaver St., Detroit, Mich., to c/o Electro-Kold Corp., 151 South Post St., Spokane, Wash.
Lipman, Lewis, from Utilities Cabinet Corp., 109-225 N. Michigan to 4952 Lake Park Ave., Chicago, Ill.
Lombard, Ralph D., from c/o Welshbach Co., Gloucester City, N. J., to 3237 Clements, Detroit, Mich.
Maginniss, Thos. H., from 151 N. Michigan Ave. to 160 E. Illinois St., Chicago, Ill.
Mason, Tralton, from 834 Commonwealth Ave., Boston, Mass., to 380 Worthington St., Springfield, Mass.
Modern Appliance Co., from 203 East South to 542 E. Main, Kalamazoo, Mich.
Rowe, D. D., from 10 Edna to 230 Allen, Buffalo, N. Y.
Ryken, Leon H., from 151 N. Michigan Ave. to 160 E. Illinois St., Chicago, Ill.
Scott, Samuel, from 1299 Ocean Ave., Brooklyn, N. Y., to 115 Halsted St., E. Orange, N. J.
Shurtliff, C. J., from c/o Kelvinator-Chicago Co. to 160 E. Illinois St., Chicago, Ill.
Warren Co., from 905 Fair St., S. E., to P. O. Box 1318, Atlanta, Ga.
Watson, F. E., from 31 Victoria, to 52 Batavia, River Rouge, Mich.
Whitcomb, C. C., from 3918 Carnegie Ave., Cleveland, Ohio, to 12111 Normal Ave., Chicago, Ill.
Wiggin, Lyman J., from c/o New York Edison Co., New York, N. Y., to 92-98 52nd.

THE CONDENSER

ADVERTISING RATE fifty cents per line (this column only).

SPECIAL RATE if paid in advance—Positions Wanted—fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each.

POSITIONS AVAILABLE

Two high-class salesmen wanted. One for middle west (Chicago) and one for east. Contact public utility companies and jobbers. Submit full details. Box No. 113.

Kelvinator Salesman. Real opportunity for aggressive salesman. Write, stating qualifications, experience, references. Kelvinator-Miami, Inc., 449 W. Flagler Street, Miami, Florida.

POSITIONS WANTED

Sales Executive. Sales manager of wide experience, sales and market analysis, advertising, price structures, full knowledge of specialty selling, wholesale and retail and resale. At present employed, available on reasonable notice. Address confidentially Box No. 111.

Manufacturers Representative. Covering New York, New Jersey, Pennsylvania, personally acquainted with jobbers and utility company officials, guarantee widespread distribution in Eastern territory. Interview arranged at your factory or in New York. Box No. 112.

A General Sales Manager (Delco-Light and Frigidaire trained), eleven years in the small refrigerating machine industry, solicits an interview with the president of a company, who is at present manufacturing a household and small commercial refrigerating machine, with the object of making a new connection. Thoroughly familiar with the manufacture, service problems, and sales distribution of piston type and gear type machines, also flooded system cooling units. Address Box No. 108.

INSTALL AND FORGET IT

NORGE Retains its Youth Even in Old Age

THE ability of Norge to give superior, uninterrupted performance year after year, is due to its different design... its exclusive self-compensating rotary construction. This construction permits quiet, velvety and almost noiseless operation, with the amazing result, that as time goes on, the simple mechanism "wears in" instead of "wears out." Old age means increased efficiency.

Guardian of your food and health, Norge automatic cold... constant dry cold... never fails. Reliable and truly economical!

All of your food is good food when protected by Norge; no spoilage, no meats and other perishables to throw out. You pay cost of electric current by the saving in food.

NORGE CORPORATION—DETROIT

A 2-million dollar organization which has won and held international fame in the manufacture of precision machinery for the last 18 years builds and stands back of Norge.

NORGE

ECONOMICAL REFRIGERATION

Excellent territory is still open for distributors who can measure up to Norge requirements. Write for full particulars, or, better still, call and see us at the factory. Norge franchise is a valuable franchise.

QUIET AND STAYS QUIET



Norge retains its youth even in old age, and this asset means that you are money ahead in your investment.

Compare the economical Norge on a quality or cost basis with any good refrigerator, and you will be pleased.

Investigate our purchase plan. It enables every householder to install a Norge now.

THE CONDENSER
ADVERTISING RATE fifty cents per line (this column only).
SPECIAL RATE if paid in advance—Positions Wanted—fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each.
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Two high-class salesmen wanted. One for middle west (Chicago) and one for east. Contact public utility companies and jobbers. Submit full details. Box No. 113.
Kelvinator Salesman. Real opportunity for aggressive salesman. Write, stating qualifications, experience, references. Kelvinator-Miami, Inc., 449 W. Flagler Street, Miami, Florida.
POSITIONS WANTED
Sales Executive. Sales manager of wide experience, sales and market analysis, advertising, price structures, full knowledge of specialty selling, wholesale and retail and resale. At present employed, available on reasonable notice. Address confidentially Box No. 111.
Manufacturers Representative. Covering New York, New Jersey, Pennsylvania, personally acquainted with jobbers and utility company officials, guarantee widespread distribution in Eastern territory. Interview arranged at your factory or in New York. Box No. 112.
A General Sales Manager (Delco-Light and Frigidaire trained), eleven years in the small refrigerating machine industry, solicits an interview with the president of a company, who is at present manufacturing a household and small commercial refrigerating machine, with the object of making a new connection. Thoroughly familiar with the manufacture, service problems, and sales distribution of piston type and gear type machines, also flooded system cooling units. Address Box No. 108.
On tered in airplane of the Cleveland and back for Bu there v River o Johns. General as follo course land an point is The way of Seattle a over Bu to Cleve approx All sa been pr These with a checking hops.
YORK AND CO
Merger Corp., B Machiner named. ere manu direct-exp ice cream Product Milk Ma York Ice with thos Machinery C practically dairies, i creameries The cor as the Da York Ice ing headq Chicago, Co. has r York inter S. Rayn S. Freezer ager of th and Alber ent of pr

ELECTRIC REFRIGERATION NEWS

The business newspaper of the refrigeration industry

VOL. 3, No. 4, SERIAL No. 54

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Business News Pub. Co.

DETROIT, MICHIGAN, OCTOBER 24, 1928

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1927, at the Post Office, Detroit, Michigan.

PRICE FIFTEEN CENTS

INDIAN MOTORCYCLE CO. TO PLACE NEW MACHINE ON MARKET

Expect Regular Production by
Early Part of 1929

A NEW electric refrigerator in development by the Indian Motorcycle Co., Springfield, Mass., has been advanced to a stage where it is said that a limited number of machines will be put out soon for trial use in homes in different parts of the country. Observations of its operating in actual household use will follow the laboratory work. There are still minor difficulties to be corrected, it is said, but it is believed that the machine may be in regular production by the beginning of 1929.

The new product will have a rotary compressor and will use sulphur dioxide as a refrigerant. It will be made to sell at a price that will be competitive with leading makes now on the market. Motors are to be manufactured in the Indian Motorcycle Company's own plant. Cabinets will be bought from a concern established in that line. The product probably will be sold under the name of "Indian."

Arthur A. Anderson, assistant president of the Indian Motorcycle Co., is in charge of the refrigeration department. The president of the company is Louis E. Bauer, formerly engaged in the sale of Servel refrigerators in New York City.

G. E. PLANES TAKE OFF IN "TOP OF THE WORLD" CONTEST OCT. 15-DEC. 31

On Oct. 15 the imaginary planes entered in the "On the Top of the World" airplane flight contest for retail salesmen of the General Electric Co. took off from Cleveland for the flight to the North Pole and back by Dec. 31. The planes headed for Buffalo and Niagara Falls and from there will travel along the St. Lawrence River over Montreal and Quebec to St. Johns. The flight plans outlined by the General Electric Co. from this point are as follows: the planes will take a direct course to Cape York and Resolution Island and then to the North Pole, which point is approximately the half-way mark.

The imaginary planes will return by way of Point Barrow, Anchorage and Seattle and the home stretch will take them over Butte, Bismark, St. Paul and Chicago to Cleveland, the entire journey covering approximately 10,000 miles.

All salesmen entered in the contest have been provided with personal log books. These "score cards" provide each flier with a simple and interesting method of checking his sales and charting his daily hops.

YORK ICE MACHINERY AND U. S. FREEZER CORPORATIONS MERGED

Merger of the U. S. Freezer & Machine Corp., Brooklyn, N. Y., and York Ice Machinery Corp., York Pa., has been announced. U. S. Freezer & Machine Corp. are manufacturers of heavy-duty brine and direct-expansion ice cream freezers and ice cream plant equipment.

Products and personnel of the York Ice Machinery Co., a subsidiary of the York Ice Machine Corp., will be combined with those of the U. S. Freezer & Machine Corp., and will manufacture a practically complete line of equipment for dairies, ice cream manufacturers, and creameries.

The combination of firms will be known as the Dairy Equipment Division of the York Ice Machinery Corp. Manufacturing headquarters will be located at Canton, Ohio, where the Artic Ice Machine Co. has recently been purchased by the York interests.

S. Raymond Estey, president of the U. S. Freezer & Machine Corp., will be manager of the new dairy equipment division and Albert T. Light will be superintendent of production.



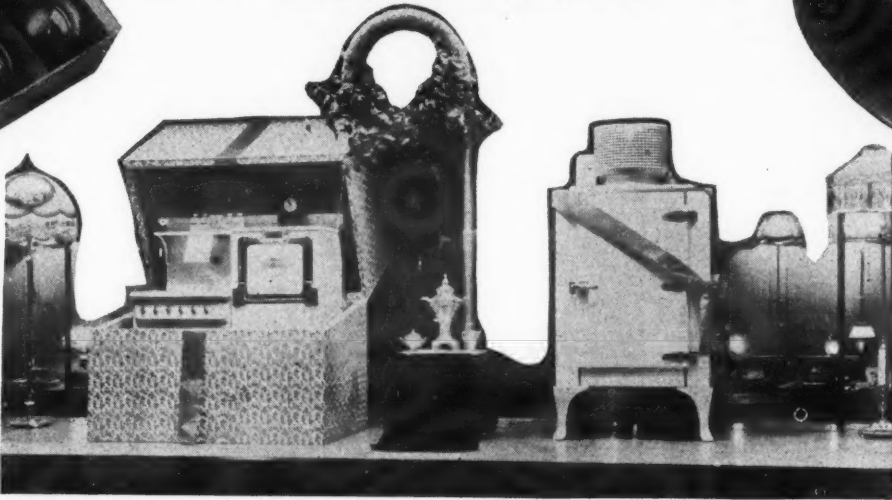
The food may be seen in Pyrex dishes

Related Merchandise to Attract the Prospect into Your Store



Benjamin porcelain refrigerator dishes may be had in colors

Above—Sparklet Syphons hold an appeal for both the housewife and her husband. Right—A thermometer for testing at home saves service calls



Christmas display of electric refrigeration and other electrical appliances by the Utah Power & Light Co., Salt Lake City

ELECTRIC REFRIGERATORS ATTRACT ATTENTION AT ATLANTA RADIO SHOW

Electric refrigerators played a prominent part in Atlanta's fourth radio-electrical show, which closed its doors on Sept. 15 following a most successful week.

Although popularly known as the "radio show," the exposition, which was held in the Auditorium-Armory, contained exhibits of all sorts of electrical equipment, from oil burners for the basement to radio aerials for the roof. Radio sets, electric Power Company, which, at the time, was in the midst of its fall refrigerator campaign.

Probably the best display of electric refrigerators was made by the Georgia Power Company, which, at the time, was in the midst of its fall electric refrigerator campaign.

The entire back of the auditorium was taken by the Power Company for its series of exhibits, and an entire booth was given over to the showing of refrigerators. Three sizes—small, intermediate, and large—were displayed. Interesting literature on the electric refrigerator was handed out to every visitor, and salesmen were on hand to demonstrate the appliances and explain their operation.

A feature of the power company's sale was a special divided payment plan by which customers paid a small amount in cash and had 30 months in which to pay the balance.

Several Atlanta furniture and hardware stores also included an electric refrigerator in their displays, several makes being represented, and according to salesmen handling the exhibits, the public displayed as much interest as ever in electric refrigeration for the home.

Kelvinator-Syracuse Uses Portable Milk Cooler Exhibit

Kelvinator-Syracuse, Inc., Kelvinator distributors for eastern New York, have inaugurated a novel plan of sales promotion in connection with selling Esco electric milk cooling cabinets and Kelvinator compressors. An Esco cabinet and Kelvinator compressor are mounted on a small truck which is routed to call on each dealer. Advance notice is given to enable the dealer to properly advertise the arrival of the demonstrator. At each stop the outfit is placed in operation and its workings explained.

The interest shown by the many dairymen who attend these demonstrations, indicates that such sales promotion is appreciated.

N. E. L. A. REFRIGERATION COMMITTEE HOLDS A MEETING IN NEW YORK

C. L. Dunn, of the Ohio Public Service Co., recently appointed chairman of the Refrigeration Committee of the National Electric Light Association, presided at a meeting of that group held at the National headquarters, 420 Lexington Ave., New York City, on Oct. 15 and 16.

Mr. Dunn succeeded G. B. Richardson of the Texas Power & Light Co., under whose chairmanship the "Selling the Idea" campaign for electric refrigerators was developed.

EXHIBIT AT NEW YORK ELECTRICAL SHOW OPEN TO PUBLIC UNTIL OCT. 27

The twenty-first annual Electrical and Industrial Exposition opened at the Grand Central Palace, New York City, Oct. 17, to continue through Oct. 27.

This show which is recognized as one of the outstanding exhibits of recent developments in the electrical art and related industries, differs this year from those previous in that the public was not allowed to attend during the first three days—these days being reserved for the exclusive attendance of the trade.

REFRIGERATION COUNCIL TO MEET NOVEMBER 1

A meeting of the Refrigeration Manufacturers Council to be held in Detroit on Nov. 1 has been called by C. K. Woodbridge, chairman of the Council and president of Kelvinator Corporation.

The Council was organized at a meeting held at the Detroit Athletic Club on May 9, which was attended by thirty-one representatives of companies. The last meeting was held on August 15 in Detroit.

ELECTRIC COOLING PLAYS A BIG PART IN CLEVELAND SHOW

New Dairy and Ice Cream Cooling Equipment Attracts Attention of Visitors

ELECTRIC refrigeration and its numerous applications in the dairy and ice cream industries held a prominent place in the exhibits of equipment shown at the third annual Dairy Industries Exposition in the Public Auditorium, Cleveland, Ohio, Oct. 15-20.

The displays covered 200,000 square feet, or approximately 5 acres in the Public Auditorium and ranged from milk bottle caps to refrigerated trucks.

The attendance showed a 15 per cent increase over last year's exposition.

Fifteen foreign countries were represented among the visitors. One visitor came from Cairo, Egypt, expressly for the exposition. This affair ranks among the three largest trade expositions in the country.

More than 1,000 men were employed in installing the exhibits. Twenty-five electricians installed approximately 1500 electric connections ranging from 1/30 to hp., all invisible to the visitor. Twenty men were employed in making more than 1000 signs.

The continuous service of thirty-five motor trucks with day and night crews of 350 men were used in unloading, erecting, and placing the exhibits brought in 190 freight cars. This consisted of 1200 shipments, some of the machinery weighing as high as 60,000 pounds. In addition to the freight there were five carloads of express shipments.

Refrigeration Exhibits and Representatives in Attendance

The York Ice Machinery Corp., York, Pa., displayed, in addition to their refrigerating line, milk machinery and ice cream freezers. A cold storage door of their own manufacture was shown. The exhibit included a vertical 8" x 8" enclosed ammonia compressor with direct motor mounting, and a drinking water cooling system. The company was represented by R. J. Hilliker, S. E. Lauer, S. H. Shipley, W. H. Heagy, Paul Zeigler, Walter Cavanaugh, F. J. Stauffer, John Schurman, and Hatten S. Yoder.

Ice-O-Matic electrically refrigerated soda fountains with attractive imported stone counters were shown by the Valerius Corp., Jefferson, Wis. Soda fountain luncheonette equipment including electric refrigeration and a dishwasher was displayed. Two and three-temperature electrically cooled ice cream cabinets were shown. At the booth were T. L. Valerius, L. A. Forsyth, K. P. Lewis, C. P. McGuinness, J. S. Beattie, C. P. Streed, W. G. Pietsch, E. W. Morgan, J. G. Simon, J. E. Lloyd and H. W. Kneuppel.

Universal Cooler Corp., Detroit, Mich., featured a 1/6 hp. plug-in portable ice cream cabinet. This unit is 18" x 46" x 30". The display included a SO₂ conversion unit for ice cream cabinets, the De Luxe model Universal two and three temperature ice cream and standard ice cream cabinets. Representing the company were Curtis G. Dunham, G. M. Johnston, J. W. Taylor, A. D. Kelly, L. D. Cook, L. B. Cummings, J. J. Ernst, C. V. Calkins, M. D. Robertson, Harry Thompson and Harry B. Elenson.

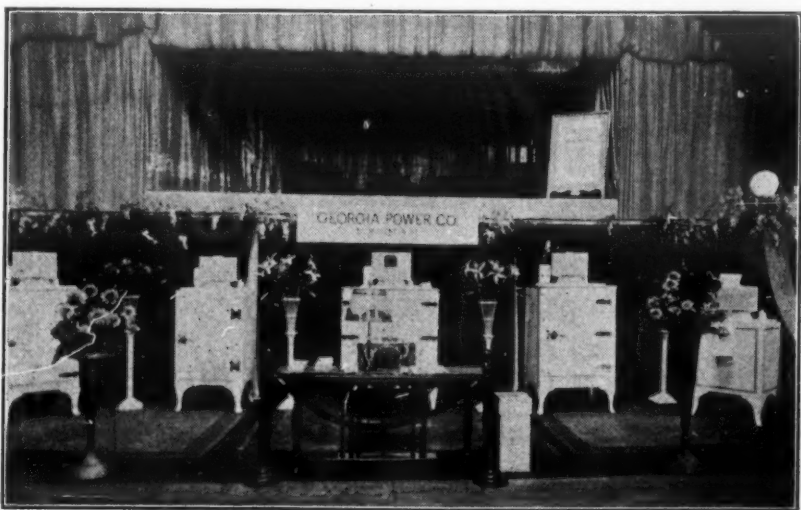
The display of the Stroh Products Co., Detroit, Mich., included several compressors, small rotary machines suitable for refrigerating ice cream cabinets and soda fountains and electrically refrigerated ice cream cabinets. R. G. Rowland, J. A. Neely, P. Jeffry attended the exposition.

Servel Sales, Inc., Evansville, Ind., displayed combination bulk and brick ice cream cabinets running 2, 3, 4 and 6-hole single row and 6 and 8-hole double row. The improved Servel cooling units for use with methyl chloride were shown. Those attending the exposition were E. H. Culver, A. T. Golding and J. W. O'Brien.

Savage mercury ice cream cabinets and compressors were shown by Savage Arms Corp., Utica, N. Y. Two, three and four hole cabinets, plug-in portable unit cabinets especially designed for summer and temporary stops were featured. Representing the company were W. L. Wright, F. R. Phillips, F. F. Hickey, J. G. DeRemer, C. A. Baldwin, R. W. Ayres, L. E. Warner, R. S. Sturgis, W. Vogel, and N. H. Eckman.

The Russ Manufacturing Co., Cleveland, Ohio, featured the "Bilt-Rite" line including electrically refrigerated soda fountains, luncheonettes, and water coolers. Automatic electric carbonators, parts and accessories were also displayed. Those attending were W. A. Schulte, M. E. Ewing.

(Turn to Page 2)



Booth of the Georgia Power Co. at Atlanta Radio-Electric Show in September. General Electric refrigerators were featured

R. F. Kraus, J. J. Schlenker, M. R. Miller, R. L. Anderson, R. A. Stevens, J. J. Gavigan, W. J. Miller, C. Timens, T. Campbell, L. B. Brady.

The electric ice cream cabinets displayed by C. Nelson Manufacturing Co., St. Louis, Mo., included Duplex Single row, standard metal clad double-row and standard metal clad single row cabinets. A portable cabinet was displayed. A combination ice cream and bottle cabinet holding all liquids to a temperature of 38 degrees. J. L. Nelson, A. A. Beckman, R. E. Vaughan, and F. W. Marx represented the company at the exposition.

Motors Metal Mfg. Co., Detroit, Mich., in a display of refrigerator parts, showed Monel covers, lids and trimmings, service stampings, side panels, frames, unit supporting bases, unit enclosures, tanks and cans. Cabinet wood parts were also displayed. Geo. D. Shanahan, and Geo. S. Burke were in the booth.

Manning Manufacturing Co., Rutland, Vermont, in their display of diversified dairy equipment showed models of ice cream cabinets, both mechanical and ice and salt. Those representing the company were Roy A. Manning, Harold B. Thayer, Guy W. Hammond, Irving Barstein, Geo. E. Leary, G. Burr Waite, and John A. Roberts.

Kelvinator Sales Corp., Detroit, Mich., in a large exhibit featured a two-hole self contained ice cream cabinet which completes their Gold Nugget line. The two-hole cabinet was added to facilitate the distribution on ice cream manufactured products by the small as well as large dealers. A complete line of ice cream cabinets, commercial compressors, Kelvinator equipped household refrigerators and milk coolers were displayed.

An electrically refrigerated milk cooler adaptable for use with an aerator was featured. This cooler is designed to meet both farm and dairy requirements. The cabinet is 49 7/16 inches long, 37 7/16 wide and 31 1/2 inches high. Four ten-gallon cans are accommodated in the cooler, and multiples of this unit will take up to twenty-four cans of milk every twenty-four hours on a single condensing unit.

Those at the booth were Harry A. Sieck, E. R. Kelley, A. P. Hawkins, R. J. Scheu, R. N. Palm, C. E. Terry, C. P. McGuinness, W. G. VonMeyer, A. J. Lutz, H. B. Johnson, E. L. Turner, and J. M. May.

The International Nickel Co., Inc., New York City, featured the application of Monel metal in the dairy, and for soda fountains and ice cream cabinets. More than fifty exhibitors displayed equipment using Monel metal or nickel. Views of installations of nickel and Monel metal equipment were shown by a special projecting machine. Pure nickel in all commercial forms as used for the manufacture of dairy machinery was displayed. Attending the show were E. A. Turner, A. J. Wildman, F. L. Laque, H. E. Searle, L. R. Larson, T. H. Dauchy, J. F. McNamara, and R. J. McKay.

Two complete electric soda fountains were displayed by Holdere Bros., Inc., Rochester, N. Y., one 8 foot model finished with a gray and black Sani Onyx counter; the other, fully electrically equipped was 14 feet long with a fountain interior, work board, and electric sandwich block, and counter of Sani Onyx in black and cream with new sand blast designs. Representatives were F. W. Holderle, C. L. Holderle, C. N. Jacoby, Joseph Haefner, and Clarence Batz.

A model D-13 display cabinet was shown by General Electric Co. This model has a glass front for display purposes and doors in the back, being especially designed for restaurant, dairy and market use. Motors and controls were also displayed. Those at the booth were C. T. McLoughlin, J. J. Curtiss, E. B. Smith, J. T. Stone.

Frigidaire Corp., Dayton, Ohio, displayed a complete line of Frigidaire ice cream cabinets. These consisted of two, three, four, six, eight, ten and twelve-hole double; and four and six-hole single row cabinets. Drinking water coolers, ice makers and Frigidaire household cabinets were displayed. Representing the company were C. A. Copp, R. F. Callaway, R. E. Smithson, E. A. Fisher, J. A. Harlan, B. J. Vandoren, E. G. Byrne, C. C. Garland, E. D. Doty, A. D. Farrell, J. B. Nahstoll, R. E. Robillard.

A dairy farm refrigerating plant designed to hold cream and milk at a temperature that insures a minimum of deterioration in butter fat, was shown by Frick Co., Inc., Waynesboro, Pa. Refrigerating machinery for dairy, ice cream plant and creamery was shown. A display board showed machine parts. In attendance were A. H. Baer, O. C. Arens, C. M. Gilbert, A. N. Chandler, Terry Mitchell, and T. C. Goosmann.

Dry-Zero Corp., Chicago, Ill., displayed Dry-Zero insulation in two forms—Dry-Zero pliable slab and Dry-Zero Aeroplane blanket sound deadening material. Attending the exposition were Harvey B. Lindsay, Gale T. Pearce, R. H. Ring, Geo. T. Stull, W. G. Lacy, A. L. Clements, V. A. Wallin, T. H. Jones, and John Devoe.

Cork Import Corp., New York City, showed a section of wall in which corkboard insulation was used against weather-proof insulating paper. The corkboard was finished with stone wall plastic finish over which stone-wall white enamel had

(Concluded on Page 4, Column 1)

Foods Displayed Against a Frosty Background Actually Taste Better



WHEN A. A. Rucker, the owner of a chain of eating places in Portland, Oregon, wanted a special type of salad table for his new coffee shop in the heart of the shopping district, he went with his problem to the Harris Ice Machine Co., located in the city. One of the engineers of that company worked out a design for the construction of the table, the top of which shows in the photo above.

Mr. Rucker's idea was to have a display table, the top of which would be a solid sheet of ice. He wanted his customers actually to see the ice that kept the food cool. Mr. Rucker had never seen such a table, nor had the engineer, but that did not keep them from working out a plan by which it could be made. In fact, two such tables were constructed, one to be placed at either end of the steam table in the coffee shop.

The tops of these tables, which are four feet long and two feet wide, are fitted with Monel metal pans to contain the ice, which is frozen from beneath. Directly below each pan is a container holding brine, in which ammonia pipes are immersed. Water, placed in the monel pans, freezes in a short time and remains frozen indefinitely.

The manager of Mr. Rucker's shop, who is high in his praise of the table, said: "When I want a fresh, clean sheet of ice, it is the work of but a few minutes to clean out the metal pan and fill it with water after the place is closed at night. In the morning, ' presto,' there is the table, ready for a new supply of food."

The bottom part of the table, which is lined with galvanized iron and fitted with metal shelves for holding the reserve food supply, is refrigerated by separate coils. The cabinet is insulated with four inches of cork board, all around, and one inch of lumber. In each of the tables, which are 40 inches high, there is a reserve space of about 26 cubic feet. The water cooler is operated from the same machine as the salad tables.

In the construction of these tables, the Harris Ice Machine Co. designed and installed the refrigeration plant. The Western Fixture & Show Case Co. made the cabinet and the metal work was done by the Pipe & Sheet Metal Works.

CHERCHEZ LE CUBE IS CRY IN "CRISMUS" CONTEST STAGED BY COPELAND

Copeland salesmen will not be dependent on Santa Claus this year for their Christmas presents, according to an announcement made by A. M. Taylor, director of advertising and sales promotion. A "Crismus" contest began Oct. 8 and will end Dec. 1, with "Cherchez le cube!" the campaign cry.

Points will be counted in ice cubes, the cube having a certain value in dollars. There will be sixty prizes given and a President's Prize for the high man in this country or in Canada. The President's Prize will be a Model N Copeland. Other prizes will include household furnishings and jewelry.

Prizes are divided into three classes, Grade 1 being for those who have 300 cubes to their credit, Grade 2 for those with 200 cubes credit and Grade 3 for those with 150 cubes to their credit.

20%

of all retail sales result from effective displays.

Trutulife Foods

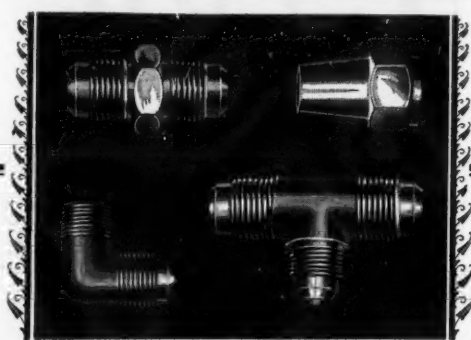
selected for proper shelf arrangement complete a refrigerator display appealingly and permanently.

Price list sent on request

Trutulife Wax Products Co.
27 Erie St., Milwaukee, Wis.

Asheville Frigidaire Branch Taken Over by Hendersonville Dealer

The Reusing Light & Refrigerating Co., Frigidaire dealer in Hendersonville, N. C., has taken over the sales and service of the Frigidaire branch at Asheville, N. C. W. J. Reusing will be president and manager of the Asheville branch, Frank Radstone will have charge of household sales, J. R. Klingensmith, commercial sales, and G. M. Ridenour will be service manager.



PIPE and TUBE FITTINGS

Made From Brass Forgings

For many years we have specialized in the manufacture of brass fittings, in small sizes, for connecting brass and copper tubing.

We are now producing similar parts made from BRASS FORGINGS—including a full line of forged nuts. These fittings are especially designed to meet the requirements of Iceless Refrigerator Manufacturers for fittings of a superior type. These fittings will not leak gas, air or liquids under mechanical pressure. They have the compact grain structure, high tensile strength and smooth, flawless surfaces found only in forgings. Our forged fittings are accurately machined, carefully inspected and individually wrapped and labeled.

Send a sample or blue-print for quotations on parts of a special nature. Catalogue No. R-30, showing our complete line of standard fittings, will be mailed on request.

COMMONWEALTH BRASS CORPORATION
DETROIT 5781-5835 COMMONWEALTH AVE. MICH.



In Commercial Refrigerators it's McCRAY

INQUIRE WHERE YOU WILL, in the field of commercial refrigerator manufacture, the name which commands instant and undisputed respect is McCray.

This is a prestige and position won by more than a third-of-a-century—39 years to be exact—devoted to building refrigerator equipment of the highest quality for every purpose. The McCray nameplate on a refrigerator has come to be recognized everywhere as the sterling mark of quality.

Dealers in electric refrigeration of any type find in McCray refrigerators a double selling advantage: first in the immediate acceptance of the McCray name and its prestige, and second in the enduring efficiency of the service it renders. Pure corkboard insulation is used in every McCray.

McCray builds refrigerators in many styles and sizes for every purpose—in stores, markets, hotels, clubs, restaurants, hospitals, institutions, florist shops, and homes. Write for catalogs and details.

McCRAY REFRIGERATOR SALES CORPORATION

Dept. 66. Lake St., Kendallville, Indiana

McCRAY REFRIGERATORS

SPARKLETS Will Make Your Christmas Season Profitable

The SPARKLET AERATION way of making delicious ice cream in any mechanical Refrigerator opens the door to new Gift Sales and Refrigeration Prospects

Christmas is the Gift Season

When the Christmas dollars are being spread about they go for small gifts — not for household utilities like a refrigerator. Here's your chance to corral your share of the millions spent during the holiday buying rush.

A Sparklet Syphon with Bulbs is an ideal gift — it's novel, it's practical as well as ornamental, it will bring enjoyment all the year around to men, women or children.

All you need do to cash in on the Yuletide bank of profits, is to feature to your customers and prospects the Sparklet Aeration way of making delicious ice cream and ice cream sodas. It's a new way to solve the gift problem that will attract into *your* store, dollars often spent on useless trash.

Delicious Ice Cream Easy to Make

The new SPARKLET AERATION way of mixing ice cream for freezing in any mechanical refrigerator without stirring, is a big selling point for every refrigerator dealer. Ice cream made this way is more economical than commercial ice cream and of a superior quality. This simple and easy method of making velvety, smooth ice cream gives thousands of mechanical refrigerator owners greater service and new enjoyment from their refrigerators. The SPARKLET AERATION method will help you sell more mechanical refrigerators. Don't overlook this important added feature in your sales talks.

Carbonated Beverages, too—

The Sparklet Syphon is a real ice cream soda-fountain. In addition to its value in making ice cream by SPARKLET AERATION quickly, and without fuss, muss, or stirring, the Syphon supplies carbonated water quickly, easily, and inexpensively. The addition of Sparklet Syrups will provide an almost endless variety of sparkling drinks.

The Sparklet Syphon is compact and economical. Its use eliminates the nuisance of storing cases of both full and empty bottles. With the Sparklet Syphon ordinary drinking water is changed at a moment's notice into bubbling charged water which adds zest and life to any drink. The Sparklet Syphon makes ice cubes doubly useful!

Repeat Sales on Bulbs—

Every owner of a Sparklet Syphon is a steady customer for bulbs. These repeat sales are profit makers for you, and they build up a steady stream of store traffic besides.

Constant sales of Sparklet Bulbs are direct contacts with your customers and prospects.

Be sure you get all the information about the Sparklet Syphon . . . sales literature, advertising material, recipe books. Don't pass up this sparkling opportunity to get your share of those Christmas dollars.

Here's a way to promote Refrigeration Sales in the Christmas Season

SPARKLET AERATION

endorsed by:

GENERAL ELECTRIC
KELVINATOR
ELECTROLUX
SERVEL
COPELAND
WELSBACH
GOOD HOUSE-KEEPING

Exhibited at:
National Electric
Light Assn.
June, 1928
American
Gas Assn.
Oct., 1928



Hundreds of refrigerator dealers are offering a Sparklet Syphon free with every refrigerator sale as a special inducement and added feature. The SPARKLET AERATION way of making ice cream gives additional pleasure to every refrigerator owner, and there's a future source of profit for every dealer in the constant sale of bulbs.

Feature the SPARKLET AERATION way of making ice cream. Demonstrate it in your showroom. Get a supply of Sparklet sales literature and recipe books for distribution. Everyone likes smooth, home-made ice cream . . . and the SPARKLET AERATION way of making it is the easiest and best.

Many of the foremost refrigerator distributors have already purchased large quantities of Sparklet Syphons.

SPARKLETS Inc.

19 West 44th Street

New York, N. Y.

SPARKLETS Inc.,
19 West 44th St.
New York, N. Y.



Please send us a supply of sales material and information concerning the Sparklet Syphon. Also tell us all about the SPARKLET AERATION way of making ice cream in any mechanical refrigerator to help us make more refrigerator sales.

Name of Firm.....

Name of Individual.....

Address

City

Make of Refrigerator

Handled.....No. Sold in 1928.....

We are distributors.....We are dealers.....
(ERN 10/24/28)

EXHIBITS AT DAIRY SHOW IN CLEVELAND

(Concluded from Page 2, Column 1)

been applied. Other displays showed No-void corkboard insulation, cork covering and cork fitting jackets for insulating cold lines, cork tile for floors, and various sundries used for insulating work. L. M. Lynn and A. A. Morse attended.

Consolidated Cabinet Corp., Grand Rapids, Mich., featured the New Junior model, twenty-gallon fountain. This fountain measures 50 1/2 inches in length. The larger six foot counter fountain was also displayed. Representing the company were N. A. Hawn, E. J. Thome, B. M. Thome, and A. G. Woodman.

Grand Rapids Cabinet Co., Grand Rapids, Mich., displayed ice cream cabinets featuring the patented Tray Pack and dry tank cabinet and brick cabinets. Attending the exposition were Edw. M. Fritz, W. L. Molloy, F. W. Lohr, G. G. Garman, H. K. Merrow, E. Merrow and A. C. Black.

The display of the C. J. Tagliabue Mfg. Co., Brooklyn, N. Y., included Tag mercury and vapor tension recording thermometers for use in ice cream hardening rooms and for checking the operation of electric refrigeration systems. A. R. Anderson, L. C. Irwin, Victor Wichum, F. Frock and J. W. Wilson represented the company.

The Bishop & Babcock Sales Co., 4901-15 Hamilton Ave., N. E., Cleveland, Ohio, showed two Red Cross soda fountains. One fountain, Frigidaire equipped, 12 feet in length, had a decorated vitrolite counter. A 10-foot model, Frigidaire equipped, was of Pink Tennessee marble. Cross sections of Spanish tile to illustrate each counter were shown. Attending the exposition were J. L. Fuller, E. G. Keyler, Harry Kaser, Ross Holloway, W. E. Penrod, H. C. Cooley, J. J. Harvey, Wm. H. Petty, J. V. Rice, W. S. Davidson, Ben H. Brown and W. S. Parker.

Carbonice Co., 11 W. 42nd St., New York City, displayed the making of carbon dioxide ice in 4-ounce cakes. This is a division of Organized Industries Co. Calvin K. Glover represented the company.

Creamery Package Mfg. Co., 1243-49 W. Washington Blvd., Chicago, Ill., displayed a complete line of ice cream, milk, butter, cheese, dairy and refrigerating apparatus. In the display was a model of the self contained unit which runs from 500 pounds to 4 tons ice melting capacity, using ammonia or methyl chloride refrigerant. Those representing the company were E. W. Chandler, R. F. Davis, W. J. Smith, J. H. Godfrey, O. P. Heller, E. J. Fahey, G. E. Wallis, J. D. Burnap, A. J. Cowell, Ole Larson, R. D. Britton and H. H. Gill.

The X. L. Refrigerating Co., Roosevelt Ave., York, Pa., displayed a compressor which they furnish in sizes from 1/2 to 12 tons. Also an automatic mechanical refrigeration machine was exhibited. The Hilger No-Freeze Back control valves, which are used in the X. L. machine, were shown. Attending the exposition were George Hilger, Raymond G. Hilger, Walter C. Hilger, Wm. H. Motz, George P. Riddell, D. D. Pine, George Hilger, Jr., and J. Hilger.

Dryice Corporation of America, 50 E. 42nd St., New York, N. Y., had Dry Ice on display as well as refrigerated "take-home" packages in different sizes and shapes, single service packages, cartons and cans for express shipments, and ice cream cabinets. Several refrigerated trucks displayed at the exposition used Dry Ice. Representing the company were J. W. Martin, Jr., H. C. Berkeley, G. C. Cusack, Stuart Root, C. W. Bergner, T. F. Pattinson, and E. P. Mitchell.

An eight-hole ice cream cabinet was displayed by the Automatic Freezer Corp., 1716 Ford Bldg., Detroit, Mich. A Care-Free refrigerating unit, available in three models for use with ice cream cabinets, was also exhibited. Those attending the exposition were Milton T. Watson, A. J. Prentice, Lawrence C. Smith, George F. Sullivan and Frank K. Smith.

United Cork Companies, Grant Ave., Lyndhurst, N. J., featured Crescent Seal-tite Mastic finish for protecting the surface of corkboard from moisture. Representing the company were Peter Binzel, Jr., Edwin J. Ward, L. T. Sibley, C. E. Shoemaker, and Gail Steen.

Fucoma Company, Inc., 216-18 W. Water St., New York, N. Y., showed a thermometer that is specially adapted for use in brine tanks. Attending the exposition were C. Richard Schenck and Ernest Ritter.

Armstrong's Corkboard for the insulation of cold storage rooms, low temperature and drinking fountain water lines was exhibited by the Armstrong Cork and Insulation Co., 24th St. and Allegheny River, Pittsburgh, Pa. At the booth were S. L. Barnes, H. B. Gates, J. T. Gower, B. W. Adams, N. P. White and Miss Rose Neumann.

Tri-Clover Machine Co., Kenosha, Wis., displayed refrigeration hardware for commercial equipment and brass and aluminum goods. Frederick Hinricks represented the company.



Consuelo M. Kelley

FOUR HOURS FREEZING ESSENTIAL TO SUCCESS SAYS CONSUELO KELLEY

Recommends Sparklet Method of Making Ice Cream

"Be sure to let the Sparklets mixture freeze at least four hours in order to let the carbonic gas work up through the ice cream," instructs Consuelo M. Kelley, home service director of the Philip H. Harrison Co., Newark, N. J., distributors, in demonstrating the use of the Sparklet's syphon for making ice cream in the electric refrigerator.

A smoother and more easily made ice cream is offered the housewife using the Sparklet's syphon. The aeration by the syphon breaks the cream, sugars, and fruit juices into a very fine globular mass, which is aerated many more times than is possible by stirring. This aeration results in a very small, fine-grained but deliciously light cream.

The mixture is placed in the tray in the freezing chamber of the refrigerator and no further attention is required. At the end of the required freezing time the cream is of smoother texture than the former stirred method could develop.

Requiring only the minimum of time and effort to get the cream in the refrigerator to freeze, and no attention during the time of freezing, frozen desserts become only a negligible part of the preparation of the dinner.

The charge of carbonic gas greatly increases the volume of the cream, and this with the thorough mixing gives the cream the creamy non-crystalline texture.

THERMOMETER MAKES AN APPROPRIATE GIFT FOR THE HOUSEWIFE

The housewife appreciates a gift with her purchase much more if it is of real value. A "Clearsite" metallic thermometer, manufactured by the W. G. Love-day Co., Salem, Mass., is not only of value to the housewife but convinces her that the temperature is being maintained within the range which has been recommended for efficient refrigeration. The thermometer is easily read. When the refrigerator door is opened the conspicuous dial tells the temperature at a glance. The instrument is not over-sensitive and does not register higher immediately when the door is opened, yet it is accurate within one degree.

The thermometers are three inches in diameter. They are finished in ivory or jade green lacquer, mahogany or brushed brass and come in several styles. They have no glass tube but are actuated by a sensitive metallic coil. The dealer or distributor's name may be imprinted on the dial.

Several distributors have made use of the instrument both for advertising their business and insuring their customer of the efficiency of the refrigerator. One dealer says that the thermometer has saved many service calls as to doubtful temperature.

DRINKS COOLED WITHOUT DILUTION BY SILVERICE

A novel method of cooling beverages is through the use of Silverice balls instead of ice cubes. The Silverice balls are placed in the ice cube tray of the electric refrigerator and allowed to remain there about the same length of time as is required to freeze water into ice cubes. They are then ready to be placed into whatever is to be chilled. The more balls dropped into the beverage, the greater the cold produced. Likewise the balls can be chilled to varying degrees.

The water sealed inside the small metal shell freezes, but cannot escape into the beverage and dilute it. Some beverages lose their sparkle when subjected to the action of ice melting into and diluting them. Silverice balls require no more care than the ordinary knife or fork. After using they can be washed, dried, polished and be made ready for use again.

B. Altman & Co., New York, N. Y., are distributors for this interesting novelty.

REFRIGERATOR DISHES OF COLORED PORCELAIN ARE SAVERS OF SPACE

Porcelain refrigerator dishes in colors are being manufactured by the Benjamin Electric Mfg. Co., Chicago. These are put out in two sizes, one quart and one and one-half quart. These dishes may be stacked on top of each other, each fitting perfectly into the cover of the other, thus saving space in the refrigerator.

The dishes are of rust resisting iron into which has been fused a lustrous and permanent finish of Crysteel porcelain enamel. The colors are green, blue, red, yellow, cream, gray and white.

They have been put on the market to meet the need of economy in refrigerator space, prevent drying of food, protect dairy and liquid foods from absorbing odors, and to prevent odorous foods from spreading their odors throughout the refrigerator.

PYREX FOOD CONTAINERS ARE TRANSPARENT AND TEMPERATURE PROOF

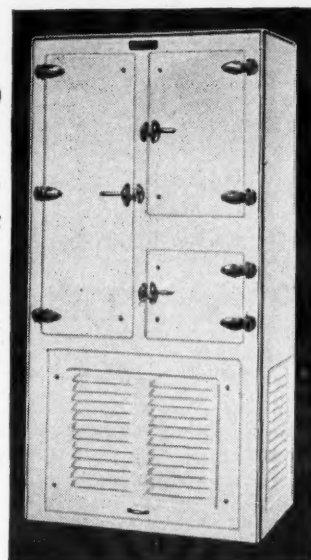
Utilizing refrigerator space economically, having foods tucked into all available space and knowing immediately what is in each place, is made possible by the transparent storing, baking or serving dishes manufactured by the Corning Glass Works, Corning, N. Y.

Pyrex refrigerator dishes are temperature proof, guaranteed against breakage from cold refrigerator use or hot oven baking. The covers fit tightly and assist in retaining the natural freshness of the foods. The refrigerator dishes come in sets of four and vary in size.

BOHN'S Latest Achievement — The New BOHN "Super Quality" Refrigerator

Beautiful, Distinctive

Can be had in 5, 6, 7, 9 and 12 cubic foot net food storage capacity.



White Porcelain Enamel inside and outside. The machine compartment is ideal for storage space where remote installation is made.

[Featuring the Insulated Baffle Wall]

The lowest prices in our 31 years of manufacturing "Super Quality" Refrigerators

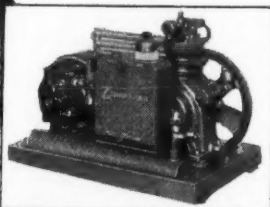
BOHN REFRIGERATOR COMPANY SAINT PAUL, MINNESOTA

These models are on display at our own stores in

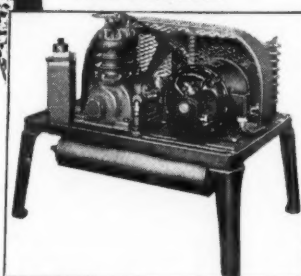
NEW YORK CHICAGO BOSTON
5 East 46th Street 227 No. Michigan Blvd. 707-709 Boylston Street

ZEROZONE ~~~ L~~~A Complete Line

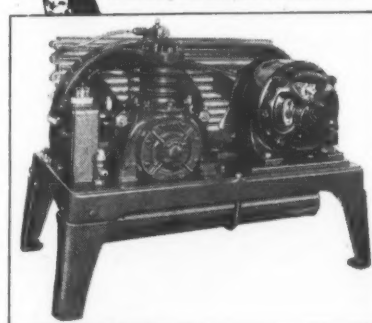
Successful distributors and dealers find in Zerozone a comprehensive line of compressors. All of uniform design and construction—a unit to cover every refrigeration requirement, from the smallest to the largest. With 28 commercial and 19 domestic cooling units to choose from, Zerozone can supply the exact model needed, whether it be for market, grocery, confectionery store, drug store, florist shop, restaurant, hotel, club, hospital, apartment house or home. Back of this extensive line is consistent "Lifetime" performance, finest materials, quietness in operation and perfection of design—four recognized achievements of Zerozone engineering. A letter today will bring you full information regarding Zerozone.



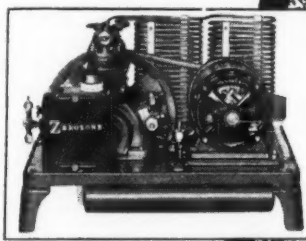
MODEL A COMPRESSOR
1/4 H. P.—1 Cylinder
For Self-Contained Domestic Installations



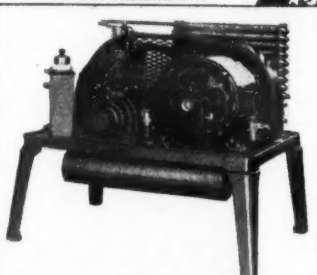
MODEL T COMPRESSOR
1/4 H. P.—1 Cylinder For Remote or Multiple Domestic Installations



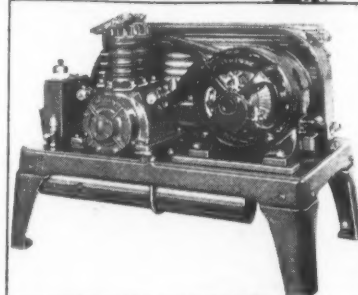
MODEL J COMPRESSOR
1 H. P.—2 Cylinders
For Multiple or Commercial Installations



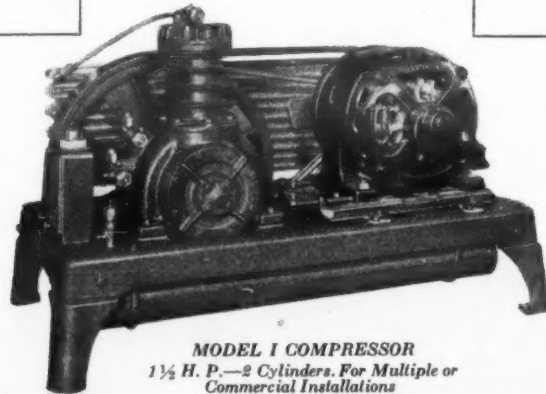
MODEL S COMPRESSOR
1/4 H. P.—1 Cylinder For Self-Contained or Remote Domestic Installations



MODEL H COMPRESSOR
1/4 H. P.—2 Cylinders For Remote or Multiple Domestic or Small Commercial Installations



MODEL K COMPRESSOR
3/4 H. P.—2 Cylinders For Multiple or Commercial Installation



MODEL I COMPRESSOR
1 1/4 H. P.—2 Cylinders For Multiple or Commercial Installations

Zerozone
Lifetime Refrigeration

IRON MOUNTAIN CO.
927 E. 95th Street, Chicago

19 Domestic Cooling Unit Models for Self-Contained Units, Remote Installations and Multiples for Apartments.

Concentrate on the Husbands From Now Until Christmas— Get Your Share of the Dollar

**Make It a Gift From Dad to the Family—
Christmas Savings Clubs to Be Paid
Soon Make Sales Easier and
Down Payments Larger**

By Willis Parker

THE dealer in electric refrigerators should not sit back at the holiday season and let the jeweler, the gift shop proprietor, the butcher, grocer or candlestick maker get away with all of the business. The holidays afford an excellent opportunity of clinching a sale that has been pending for months, according to Jack West, of the Public Service Co., Denver, Colo.

"Buy something for the car" is a slogan effectively used by auto accessory men. "Buy something for the home" say the furniture dealers. Why can't the electric refrigerator men say, "Buy an Electric Refrigerator for the Kitchen."

An electric refrigerator is not the most expensive merchandise that might be and often is purchased and given as a Christmas gift. The piano companies push the sale of pianos during the holidays and none of them are offered for less money than a good electric refrigerator may be purchased for.

Therefore, why should the electric refrigerator dealers sit back and exclaim that they have no opportunity, for their merchandise costs so much and the public wants lower priced merchandise at that season of the year because each giver has so many persons for whom to provide?

The husband of nearly every household, except those already supplied, is a potential customer for an electric refrigerator at Christmas. The time payment plan as offered by practically all dealers, makes it possible for almost every potential prospect to gratify the desires of his wife and family for a modern kitchen appliance—it isn't a question of all cash or cash in thirty days.

The Christmas season is the time to make a special drive among the men folks; the women should be left entirely alone. It will be surprising, too, says Mr. West, how welcome the suggestions may be, for scores of husbands are wondering what to give their wives, and, by keeping away from the homes and dealing first, if not altogether, with the husbands at their places of business, the plan contains greater possibilities owing to the usual husband's desire to surprise his wife Christmas morning.

Special letters, telephone calls and personal visits may be used. A good idea is to run through the prospect cards and send letters to all of the men folks thus listed about 30 days before Christmas. The letter will plant a germ of thought in the prospect's mind, though he may not be ready to do his Christmas shopping. A second letter might follow up shortly afterwards, to cultivate the thought. Then a telephone call may follow, or a personal visit.

In these letters and the telephone calls, the dealer or his salesmen might mention that the wife has been interested for several weeks in an electric refrigerator, as the gentleman probably well remembers, and, as long as she has been interested enough, perhaps, to come to the sales room to look over the line, she is sufficiently interested to appreciate such an article as a Christmas gift.

The letters may mention the convenient terms on which such a gift may be purchased so that the prospect will not be "scared" out at the very start with the price element. The gentleman already knows something about the price, if he has been on the prospect list and the salesmen have called on him at least once, so it may not be necessary or even expedient to mention the price—merely the convenient terms or that time payment plans are available.

A good many men have Christmas savings accounts that are used purposely to buy expensive gifts for their wives, so there will be some who can almost pay cash for the refrigerator and others who can make a larger down payment than is usually sought.

The dealer and his sales force should be especially watchful of all women folks who come into the sales room between the first of September and Christmas time. Those who stop to inquire about a refrigerator or those who merely halt to admire those shown on the floor may give a clew to a possible Christmas sale. Get the lady's name and address, if possible, then, at an opportune time call her husband either by telephone or personally at his business address and tell him that his wife was in and looked at refrigerators and that such an article would make an excellent Christmas gift. Probably the gentleman will appreciate the tip.

Window and floor displays should be made particularly attractive. "One of the best stunts," says Mr. West, "is to wrap up a refrigerator as a Christmas package. This is done by using large sheets of tissue paper and tying it with a large piece of red and green ribbon. Tear open a bit

of it to disclose what the article is, and attach a card with this message — 'To Mother, from Dad.'

"When the Christmas shoppers are milling up one side of the street and down the other, looking in all of the windows and endeavoring to obtain suggestions for Christmas gifts, the suggestion of an electric refrigerator will not be amiss. Many people will come in to inquire. If they cannot be sold at the Christmas season, their names and addresses will form a good prospect list to work on in the spring.

"All of the sentimental arguments used in selling a man a refrigerator for his wife may be used as effectively, if not more so, at the Christmas season as at any other season of the year. Sentiment has a stronger pull at Christmas than at any other time. Price is a smaller object if the gift expresses the sentiment."

IMPRINTED WAX PAPER SERVES DUAL PURPOSE

An idea being used by a number of dealers and distributors is the giving, with each refrigerator sold, of a roll of heavy waxed paper each sheet carrying the dealer's name.

This paper is used by the customer for wrapping vegetables to be placed in the refrigerator to prevent their dehydration. The paper is kept in stock and sold to customers after the initial supply has been exhausted. The advertising value of the imprinted sheets is not to be overlooked.

SERVEL INC. ANNOUNCES NET EARNINGS IN NINE MONTHS OF \$292,301.32

Col. Frank E. Smith, president of Servel, Inc., makes the announcement that "the company's earnings for nine months, ending Sept. 30, 1928, were \$465,672 after full depreciation charges, or more than double the interest charges of all kinds for the entire year. The company's net earnings for the nine-month period before Federal Taxes, but after full depreciation and all interest charges, were \$292,301.32, or more than sufficient to retire the Series "A" Gold Notes due Jan. 1, 1929."

In the statement which is being sent to stockholders accompanying the balance sheet as of Sept. 30, Col. Smith drew attention to the company's cash and current asset position and to the "quick ratio of over twenty to one." The net working capital as of Sept. 30, was \$6,072,373.

"Nation-wide interest has been created in the new Electrolux refrigeration which operates the gas, electricity or any form of controlled heat, and rapid strides are being made in the distribution of the products."

Colonel Smith also reported that the Servel line of commercial refrigeration equipment has been adapted to serve the ice cream trade which presents vast new sales potentialities, and that a good outlet is indicated for the new line of water coolers for office buildings.

"The company's future business prospects are excellent and we look forward confidently to expanding sales in our several lines of products," the report included.

GRAF ZEPPELIN BRINGS LETTER TO BIECHLER FROM GERMANY

E. G. Biechler, president and general manager of the Frigidaire Corp., Dayton, Ohio, holds the distinction of receiving a letter sent via the Graf Zeppelin. The letter was from W. H. Hildebrand, manager of the German sales branches.

The Moraine City Frigidaire plant near Dayton was the scene of an airplane crash on Oct. 14. Two men were killed when the home-made plane in which they were flying struck one of two smokestacks, which they were attempting to fly between and crashed to the ground.

UTILITY REPORTS A HIGH PERCENTAGE OF APPLIANCE SALES MADE IN DECEMBER

December is the month of electric appliance sales. The holiday month, affecting commodities that may be considered luxuries, semi-luxuries or necessities, brings the sales of appliances higher than any other month.

A recent issue of *Electrical World* gives data of two large power companies illustrating the variation of sales throughout the year. December shows a decided increase over any other month. This is preceded in both companies by moderate activity in the fall and followed by lowest sales in January.

Sales reported by one company for one year amounted to 12.8 per cent of the total annual sales and the other year 15.2 per cent, giving an average of 14.0 per cent. January averaged 5.6 per cent.

Greenfield, Mass., Scene of G. E. Dealer Meeting

General Electric refrigerator dealers from western Massachusetts and Vermont attended an all-day meeting held at the Weldon Hotel in Greenfield, Mass., on Sept. 20. About 75 dealers attended the sessions. A. C. Mayer of Cleveland, Ohio, addressed the gathering.

T. E. Lipman Joins Dole

Theodore E. Lipman, formerly of the Lipman Refrigeration Co., of Beloit, Wis., and for several years factory sales and engineering representative of the Climax Engineering Co., of Clinton, Iowa, has joined the Dole Refrigerating Machine Co., 1209 Washington Blvd., Chicago, in similar capacity.

AMERICA'S MOST BEAUTIFUL REFRIGERATOR

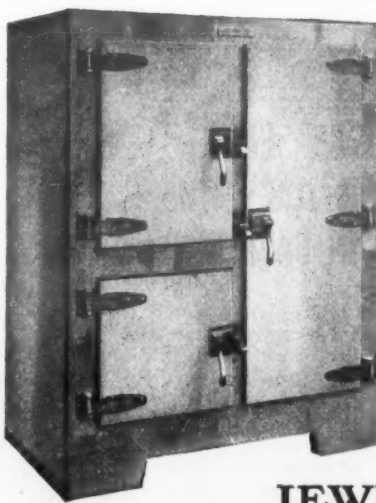


MODEL G-1

Rhineland Airtite Refrigerators are built to accommodate any Standard Electric Unit. These cabinets sell easily because they combine correct construction with rare beauty. Write for prices and information on how you can increase your sales and profits by handling Rhineland Airtites. Rhineland Refrigerator Co., Rhineland, Wis.

Refrigerator Manufacturers!

**Your purpose to build a
quality product dictates
the use of quality materials
in every part. Monel
Metal has properties that
have led to its acceptance
as the standard and out-
standing trim of the entire
refrigerator industry . .**



Leading manufacturers of refrigerators are using Monel Metal trim because—

1. It is permanently bright and attractive.
2. It is easy to keep clean because of its rust-immunity and corrosion-resistance.
3. Its steel-like strength makes it hard to dent or scratch.
4. Its surface never shows signs of wear—it has no coating to wear off.
5. Its general good looks and ornamental value enhance appearance and salability.
6. It is being advertised to American housewives through leading national magazines.

JEWETT

Refrigerator with Monel Metal trim and facing, mfd. by THE JEWETT REFRIGERATOR CO. of Buffalo, New York.

Monel Metal is a technically controlled Nickel-Copper alloy of high nickel content. It is mined, smelted, refined, rolled and marketed solely by The International Nickel Company. The name "Monel Metal" is a registered trade mark.

MONEL

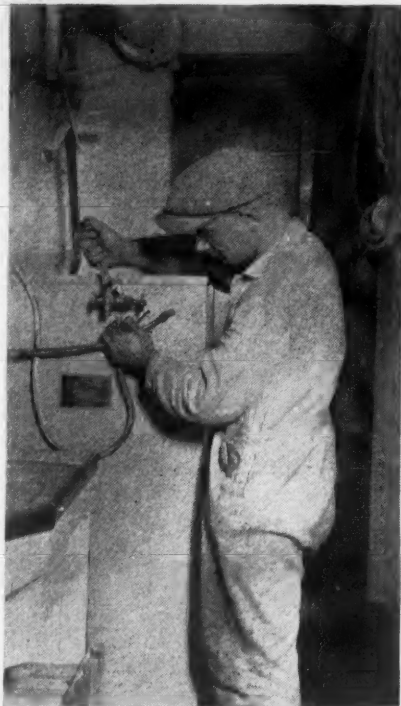


METAL

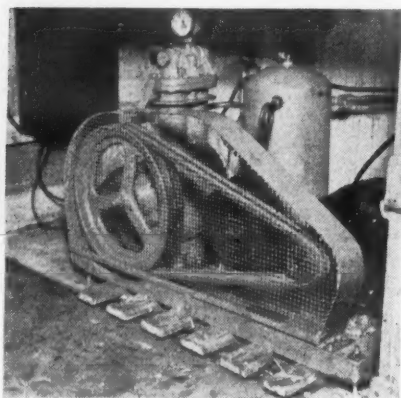
THE INTERNATIONAL NICKEL COMPANY (INC.)

67 WALL STREET, NEW YORK, N. Y.

America Quenches the Thirst of the King's Navee



Servel mechanic installing Filtrine cooler aboard the H. M. S. Australia.



Australian "Jacks" sampling freshly cooled beverages aboard the H. M. S. Australia after Servel cooling equipment had been installed in the ship's bar while this newest British warship lay in New York harbor.

So that the tars of H. M. S. Australia may enjoy their lemon soda chilled in the approved American manner, a Servel cooling apparatus was installed in the soda bar of the ship's canteen while the cruiser lay in port in New York over the weekend of Sept. 1.

The ship's canteen, where the installation was made, is the only place where the crew can obtain supplies which are not in the regular issue. About 1,000 drinks like lemonade and similar beverages are dispensed daily, most of them during three or four periods of an hour each. The ship's water had an average temperature of from 70 to 75 degrees. With the cool-

ing apparatus in operation a few hours, the water was being cooled from 75 degrees down to 60 degrees before the ship sailed, and the indications were that 40 or 45 degrees would be obtained the following morning. The verdict of the "Jacks" who sampled the cold soda was "Bosker"—the Australian for O. K.

On Labor Day the Australia started for Annapolis and Washington, after which she will visit Cuba, the West Indies, and then pass through the Panama Canal and down the other side of the world to Australia, landing at her home port, Sydney, Oct. 23.

552 KELVINATORS IN 26 DAYS SOLD BY N. CAROLINA UTILITY

The Southern Public Utilities Co. and the North Carolina Public Service Co., of Charlotte, N. C., subsidiaries of the Duke Power Co., Charlotte, sold 552 Kelvinators in a system-wide campaign that began on July 30 and ended on Sept. 1. The sales, quotas and the percentage for each branch are as follows:

Division I.	Total Sales	Quota	Per Cent
Charlotte	121	86	140.7
Greenville	71	57	124.5
Winston-Salem	79	75	105.3
Salisbury	41	50	82
Greensboro	50	70	71.4
	362	338	

Division II.	Total Sales	Quota	Per Cent
Reidsville	16	11	145.5
Thomasville	14	10	140
Anderson	23	18	127.7
Chester	11	10	110
Burlington	22	21	104.8
Hickory	12	17	70.6
Spartanburg	7	14	50
Lenoir	6	12	50
Mt. Airy	5	12	41.7
Greer	4	10	40
Hendersonville	5	15	33.3
	125	150	

Division III.	Total Sales	Quota	Per Cent
Clover	5	2	250
Kernersville	5	3	166.6
Taylorsville	5	3	166.6
Elkin	7	7	100
Marshville	2	2	100
Matthews	1	1	100
Waxhaw	1	1	100
York	2	4	50
Madison	2	4	50
Bessemer City	1	2	50
Belmont	2	6	33.3
No. Wilkesboro	2	8	25
Norwood	0	1	0
	35	44	

The awarding of prizes in the campaign was based on sales to customers and did not include sales to employees. Although Charlotte led in the first division, the Winston-Salem branch received the first prize, \$100, because its percentage of customer sales was greater. Reidsville won first prize, \$60, in division 2, while Clover was awarded the first prize, \$25, in division 3. Paul Tysinger, of the Winston-Salem branch, with sales totaling 39, was awarded the first prize, \$100, while R. H. Watkins, of Charlotte, won second prize, \$75, with a total of 38 sales.

ELECTRIC POWER OUTPUT CONTINUES TO INCREASE

Electric-power production, which has been increasing very steadily at a rate usually exceeding 10 per cent annually, continued its expansion during the first half of 1928. The constantly wider use of electricity for domestic purposes reflects increasing comfort of the masses of the population, while its great expansion in industrial use means a gain in productive efficiency of factories and mines.

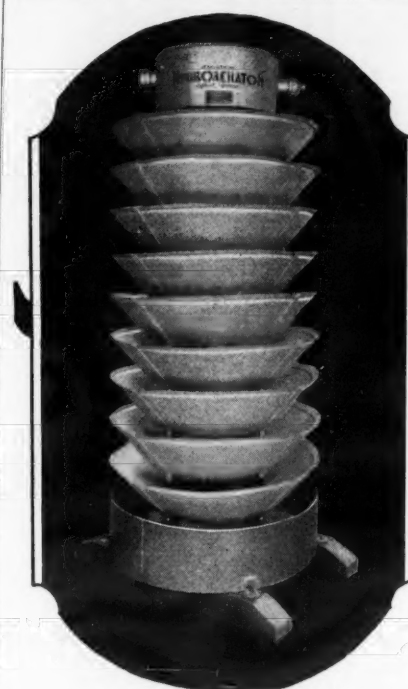
—From a report on "American Business in the First Half of 1928," issued by the Department of Commerce, Washington, D. C.

GEORGIA POWER SELLS \$216,745 OR 108% OF QUOTA IN FALL DRIVE

The Georgia Power Co., Atlanta, Ga., closed its annual fall General Electric refrigeration drive on Oct. 6 with sales totaling \$216,745.44 or 108.4 per cent of its \$200,000 quota. The drive opened on Sept. 4 and during the last four days sales amounting to \$56,067.51 were closed to bring the campaign to a successful finish.

Prizes awarded in the campaign were as follows: Class A, \$125—Buckhead store, \$85, commercial department, Atlanta; Class B, \$100—Franklin district, \$60, Brunswick; Class C, 75—Greensboro district, \$35, Waynesboro.

Leather traveling bags were presented to R. L. Chappell, L. E. Turner and C. R. Askew for selling the greatest per cent of their district's quota. I. H. Morehead, Jr., in charge of Atlanta sales, won the traveling bag offered as the division sales supervisor's prize. Mrs. Amelia Elkin, Buckhead; P. C. Lynch, Hartwell, and O. L. Gentry, Greensboro, managers of the districts selling the greatest per cent of their quotas, were also awarded traveling bags.



"HYDROAERATOR"

Made in several sizes; accomplishes more than was formerly possible with wooden towers of like size. The Atmospheric Hydroaerator is revolutionary in principle and design—it gives a new, practical, economical solution to the problem of cooling water for Electrical Refrigerating Machines.

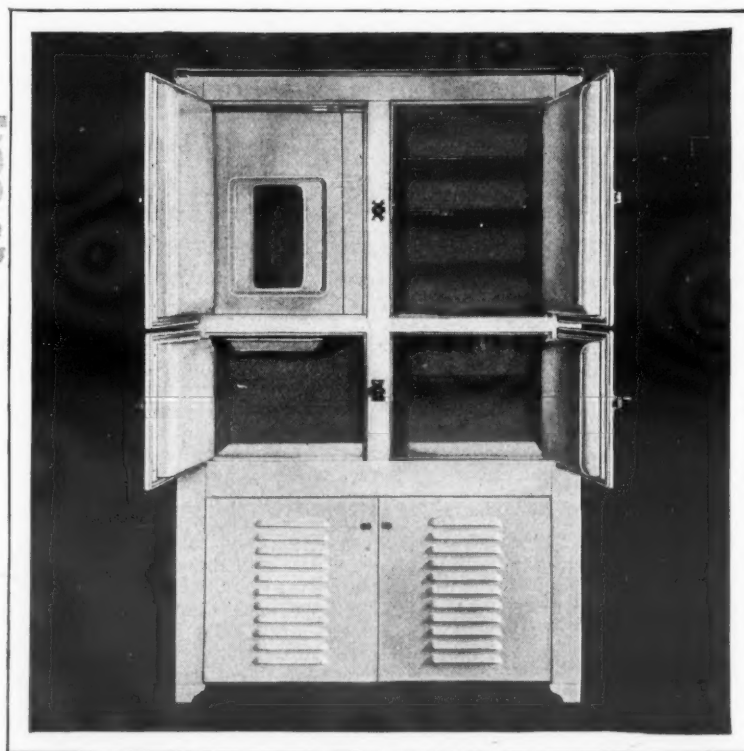
It can be used for all types of Refrigerating machines, whether sulphur dioxide, ammonia or the like, regardless of the kind of condensers used. It allows the use of more and cooler water, lowering the head pressure and in turn increasing the refrigerating capacity, with less cost;—will save money on any job.

"Write Immediately for Complete Details"

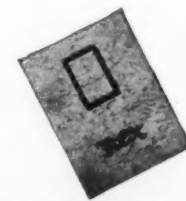
THE ATMOSPHERIC ENGINEERING CO.
Manufacturing Engineers
Houston, Texas.

Rex

FINE CABINETS FOR ELECTRICAL REFRIGERATION



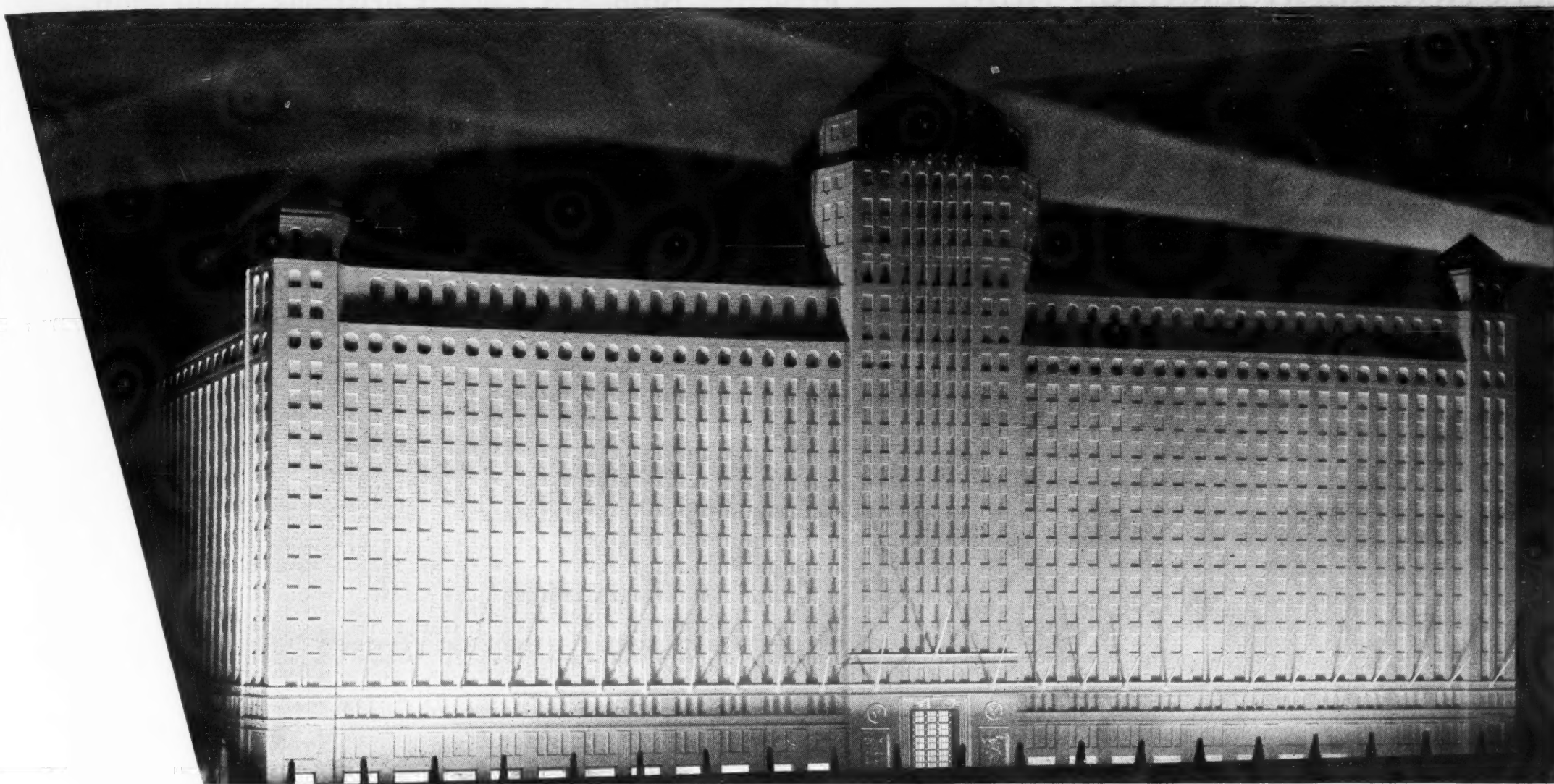
In those electrically operated refrigerators representing the best value and the highest degree of reliability in each price class, it is significant that REX built cabinets are exceedingly popular.



This beautiful new Rex Portfolio is ready for mailing. It illustrates and contains specifications of all Rex cabinets. May we send you a copy?

To build better—more durable—more beautiful—are the aims of REX. And it is these ambitions faithfully carried out, that have made REX built cabinets the ultimate in quality and beauty.

REX MANUFACTURING CO. • CONNERSVILLE, IND., U. S. A.



We invite your attention to this unsurpassed *concentration* of permanent sales quarters and merchandise displays by the country's foremost manufacturers, wholesale distributors and importers. *For them*, it offers lowered selling costs and tangible prestige because this great central Merchandise Mart will be a superlative magnet for buyers from the richest trading area in the world. *For the merchant*, it means a new conception of Economy in merchandise buying; because of logical location at the travel-traffic center of the Nation. *For the entire retail mercantile world*—LESS TIME BUYING—MORE TIME SELLING, which is becoming more imperative in the successful merchandising of today. ☐ Manufacturers and wholesalers will desire space here because of its location, its character,

its contribution to New Economy in mercantile distribution and its possibilities for increasing business. Many leading industries are already leasing at space rates surprisingly reasonable. Occupancy for spring, 1930. It is not too early to consult regarding suitable space. Write or telegraph now.

The building as pictured above will be two blocks long, twenty-three stories high, with twice the floor area of any other business building in the world—a \$32,000,000 project, occupying the Air Rights over the Chicago and North Western Railroad between Wells and Orleans Streets on the Chicago river front.

THE MERCHANDISE MART CHICAGO

OFFICES — 215 WEST WACKER DRIVE, CHICAGO

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

PUBLISHED EVERY TWO WEEKS BY

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OCTOBER 24, 1928

The Christmas Dollar

NOVEMBER and December constitute the open season for the Christmas shopper's dollar. Time was when certain merchants, notably the department store and the jeweler, considered that it belonged to their private preserve. Now it is anybody's game, the prize going to those who use the most ingenuity and persistency in going after it.

Some who have joined the foray in recent years have had a rather hard job of justifying their place in the party. Many of the suggested gifts for mother, or sweetheart, have little of the atmosphere of sentiment or romance to commend them. At that, mothers, and even sweethearts, are often very practically minded—more pleased with a gift meeting the description "just what I wanted," than with some piece of decorative hardware or wearing apparel which may not fit her taste, complexion or figure.

In spite of all the multitude of pleas to "give her this" and "give him that" for Christmas, the perplexed shopper is nearly always open to new suggestions. Busy men in particular are notoriously slow to acquire the Christmas spirit. Long after mother has checked off the last item in a well-balanced Christmas budget, father rushes out to make his last-minute purchases in extravagant and truly masculine style. Salesmen will find it profitable to make up a selected list of business men whose wives have expressed a desire to own an electric refrigerator. If earlier efforts fail, a telephone call on Saturday, December 22, or even Monday, the twenty-fourth, may get the order.

Everyone will agree that the electric refrigerator makes a handsome gift and one which is most appropriate for the holiday season. Both are associated with the idea of good things to eat. Furthermore, it is something the whole family will enjoy—a very practical consideration in many homes.

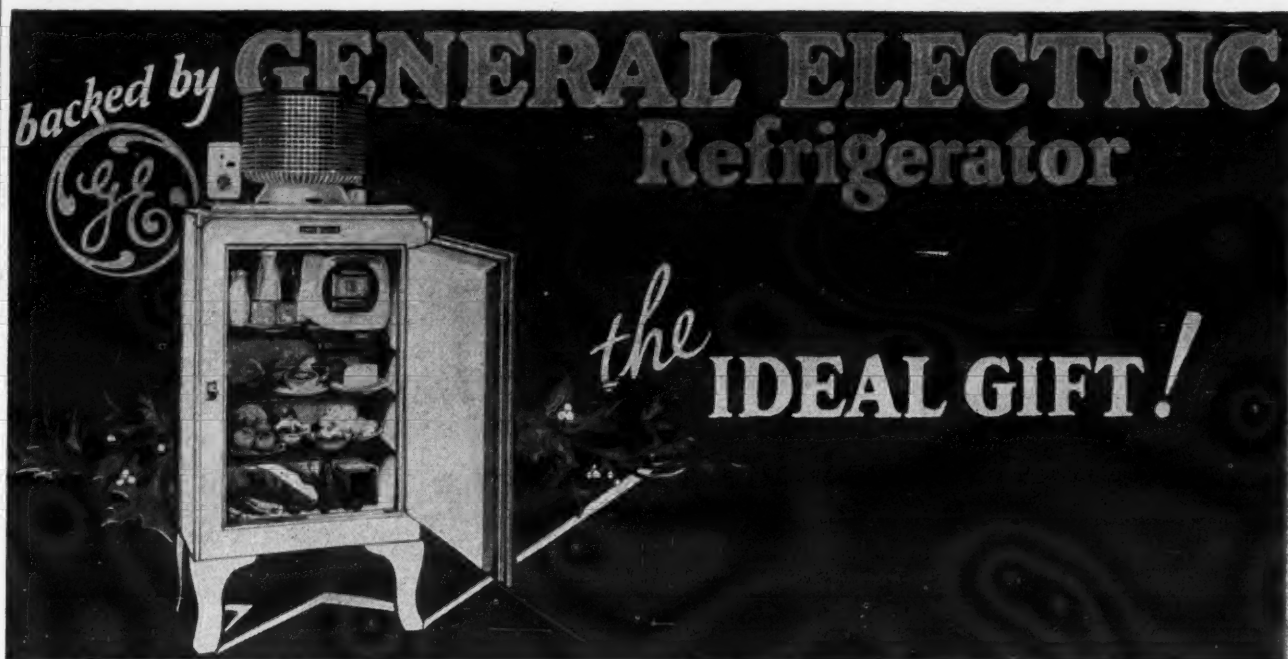
The wide-awake dealer will take advantage of every opportunity to get his share of Christmas dollars. In store and window displays, in newspaper and direct advertising and especially in sales effort, he will implant the idea of the electric refrigerator as an ideal gift. In every community the Christmas money is going to be spent, thousands and thousands of dollars of it. A large portion will go for trifles of no lasting value, whereas that spent for electric refrigeration will mean health and happiness for years to come.

In addition to the major product, the live dealer will also use attractive gift merchandise to add color and atmosphere to his store and window displays. A few items are available, distinctly related to electric refrigeration, which are especially suitable for this purpose. Examples of "related merchandise" are featured in this issue of the NEWS to call attention to their possibilities in attracting prospects into the store. Items of this kind are particularly helpful because of their relatively low price and the fact that they may be sold to past customers as well as future prospects.

One of the fundamental problems in all specialty selling is that of getting prospects into the store. Many a prospect, reacting to the appeal of advertising or window display, is tempted to cross the threshold of the dealer. Fear of one kind or another—that the price of the desired article is too high, that the salesman will be too aggressive or that he may not be properly courteous to one who is "just looking"—these and other impulses cause the prospect to hesitate and perhaps pass on.

Attractive novelties, advertised and displayed, are legitimate bait on which the hesitant prospect may nibble. Experience shows that many who enter the store unhesitatingly to examine or buy some little thing of usefulness or beauty are not at all averse to spending further time for a demonstration of the high-priced appliance. If the truth were known, the prospect really wanted to see and hear about it and, as a cash customer, is relieved of the necessity of making any excuses. This bit of sales psychology is worthy of most careful attention in considering the possibilities of "related merchandise."

Effective Billboard Gives Christmas Suggestion



Retail Merchants Hear Trade Paper is Best Business Asset

John L. Meyer Terms Journal Practical Guide, Philosopher and Friend

Address by John L. Meyer, editor, National-Printer Journalist, Milwaukee, 11 a. m., Thursday, August 30, at Plankinton Hotel, before retail merchants attending daily merchandising conferences of Midwest Market Week at Milwaukee, August 27 to September 1.

ALL of us are willing to become better merchants, merchandisers, salesmen and women—if it is not too much trouble; if the price of success is convenient. Your presence here indicates that you are, at least, interested in the ideas that your contemporaries may spill to give you practical assistance in gaining your goal, however you may see this goal and understand its opportunities.

Lacking only the great benefit of personal contact which only your trade conventions can give you, you business men of today have at hand constantly and conveniently, for each of your lines and specifications, a practical guide, philosopher and friend on the high road toward better merchandising, quicker and surer results, safer business. This is your trade paper. Only yourself can stand in the way of having and using this modern, yet inexpensive, this expert counsel. And if you are more interested in these matters than the average, you can have two, three and more expert counsels just as readily as one; for there are few lines of business, commerce and profession that today do not have more than one trade or class journal.

While there is no adequate substitute for the growing practice of these times to mingle personally, and individually and collectively, with your contemporaries in your own line of business, yet even in that your trade paper has a practical service for you. It covers your conventions, culls the chaff from the wheat, and promptly presents you with a printed record of the convention you attended, for further study and contemplation without limit, for refreshing your memory on this or that point which seemed of particular, immediate interest to you.

Between conventions, between your personal contacts with your fellow merchants near and far, your trade paper regularly and cheerfully knocks at your door with news of your trade or business, and (what is far more important) with data, practical experiences, digests, sane looks into the future, the summarizations of trends and changes, pictures and reports of new ideas successfully used by others, and editorial comment of men and women well versed in your line and writing to you from a more than local or sectional viewpoint; from a standpoint not gummed up with provincialism or selfishness. These services are dependent, of course, on the interest and support that you lend them; not merely by subscribing but by reading them, using them, and contributing your own experiences and ideas to them. I am pleased to say, positively and surely, that remarkable progress has been and is being made by trade papers and their readers in interchanging real, practical business experience.

You all realize, I am sure, how much easier it is now than it was five, ten, twenty years ago, to mix with your competitors and contemporaries in business, and how much more frequently you get to talking intimately of your business and their business, with them. How much more useful your conventions are. You may well give praise and credit to your trade papers for this. Since they have graduated from the rank of "pap sheets" and purveyors of free, cheap and unreliable publicity for their advertisers, they have been pleading, fighting and struggling to accomplish, most of all, just one thing: namely, to get you to give the benefits of your own experience in trade and business toward the state-wide and national symposiums of experience that they aim to pro-

vide; and to get your competitor and distant as well as nearby contemporary to do likewise, for your benefit and for their benefit—for the benefit of the entire industry, business or profession.

Once you broke down your old reticence and fear, and began to give of your experience for the purpose stated, you immediately perceived greater freedom and happiness in your own little or large world; so did others. So did some of those who feared you, or hated you. Your conventions began to be worth while.

You began to see that it is a great thing, a practical thing, a profitable thing for rivals, competitors and contemporaries in your line to work together, to play together, and to tackle common problems together. Indeed, to join in aiding the weak sisters in the next block, the next town, county, state, your part of the country, the whole U. S. A. When you think about that, give a blessing to the trade paper reporter and editor whom you cursed out, in the older days, for having the guts to come into your store and ask you to tell him your business methods, views and anticipations.

When your trade paper comes in, with the other mail, give it second rank for attention only to the first class mail. There are things in that paper which have just come in, that are likely to be more important to you that same day than the first class mail, but it would be asking too much, I know, to tell you to go over the trade paper first, and the letters second. Besides, it is not necessary as yet.

Go over the ads. I see some 300 trade papers, bulletins of press associations and advertising organizations, each month. I have access to trade journals in every line of business, industry and profession. I invariably go over the ads first—after I have looked over my first-class mail.

I figure that the advertisers are spending hard dollars for the space they use in the trade paper, and are trying to make them pay, put in their best brains into the ads. So, I am sure to get some good ideas from the ads. They are bound to be practical ideas, and up to the minute. I can adopt them or adapt them. What is more, I get a picture of business that is right up to the minute.

Then I read the news and feature pages. I have found it is utterly useless to make a formal job of reading the trade papers. But, I have found it very, very useful to read over their columns with no conscious endeavor to absorb, with some interest and concentration against interruptions, and then let these things simmer in my memory. I find that when I need an idea, when I must solve a problem, later on, that these memories stored away will come back. They not only do that, but other and older or newer facts I have absorbed, readily couple together and—presto, there is just the idea I want, at least in the rough. It is a simple matter to then polish up this rough idea, perhaps lacking in detail, on the grinding stone of my own, personal experience.

When you are asked by a trade paper to give of your experience, keep in mind

that you are not going to talk to the general public, but to your own particular class or kind of business man and woman, and in the terminology of that business. You are not being interviewed, personally or by mail, for a publication that goes to all manners of men and women, boys and girls, successes and failures, but by a trade paper in your own line of business, which will be read and weighed by men and women with exactly the same interests and problems that you have. I have found it most difficult to get this thought into the minds of business men whom I have interviewed. It is most important, however, to be remembered. In passing, let me say, too, that it is quite vain to lie to a trade paper reporter or editor for some ulterior, private motive or purpose. And, even if something like that gets past the reporter or editor of the trade paper, the readers will catch it; and, then, where are you?

How many millions of dollars are invested in trade paper properties today, in this country, I do not know. Neither can I tell you how many millions are expended annually to produce useful, authoritative exchanges of experience and important information in the various trades, businesses and professions that have the benefits of real trade papers. A number of lines already have daily trade papers, such as the Daily News Record and Women's Wear Daily in the textile manufacturing, wholesaling and retailing lines; dailies in the automotive field, dailies in the iron and machinery field, such as The Daily Iron Trade Review, and dailies of more general business appeal such as the Chicago and the New York Journal of Commerce. Every line has at least one good weekly and several good monthlies. Many of them are larger businesses than large daily newspapers. The time is coming closer when such a subject as mine, "Making Use of Your Trade Paper," will not have to be put on programs of business gatherings. Meanwhile, let me urge you to make use of your trade papers because you simply cannot afford not to do so.

REQUESTS FOR INFORMATION

Readers who can assist in furnishing correct answers to inquiries or who can supply additional information are invited to address Electric Refrigeration News, referring to the query number.

The Crystal Refrigerator

Query No. 142—An electric refrigerator distributor in Denver, Colo., writes: "We have been trying to find out just where the Crystal apartment house refrigerator is made and by whom."

Note—The Crystal refrigerator is manufactured by the Crystal Refrigerator Co., Fremont, Nebraska.—Editor.

Wants Parts for Household Electric Refrigeration

Query No. 143—A concern in Washington, D. C., writes: "We are desirous of going into the production of household mechanical refrigerators and desire to get in touch with the various firms turning out specialized parts which can be assembled for such a product. We wonder whether you can refer us to any trade catalogs or trade associations which can give us information on various producers and their products in this line, more especially we should like to know what firms are turning out small compressors to be driven by a 1-6 or ¼ h. p. motor and which can be bought separately for assembly purposes."

Has Unit for Sale

Query No. 144—"I will appreciate very much if you will get me in touch with a cabinet manufacturer that would be interested in a complete refrigerating unit at a manufacturing cost of \$35.00. This unit weighs forty-six pounds and is absolutely the last word in electric refrigeration."—B. C. C.—West Virginia.

Business Appears in Festive Attire at Third Annual Dairy Industries Exposition

By Helen Penn

THERE is an atmosphere about an occasion which brings together buyer and seller in an exposition which is decidedly unique. Viewing the Dairy Industries Exposition from the entrance of any of the floors of displays the impression is that of a carnival. It is only upon getting to the individual booth that the true business basis of the gathering is sensed. The nature of the Exposition added to the effect, for, probably nothing accentuates the carnival atmosphere more than ice cream. Souvenirs were given out by many of the exhibitors and the megaphones, miniature milk bottles, buttons, tops, and canes lent festivity.

By visiting the different exhibits one

could follow the steps of either the dairy industry or ice cream manufacturing. The exhibit ranged from the papier mache cow and the milk stool to the refrigerated milk delivery truck and the electrically refrigerated soda fountain.

One, not intimately acquainted with the industry, wondered if there was anything the dairyman or ice cream manufacturer might need that he could not find here. It seemed that all things closely allied with these industries were on display.

There were pasteurizers, coolers, refrigerated storage tanks, bottle fillers and cappers, separators, milk can and bottle washers, churns, equipment sterilizers, evaporators, soda fountains, and freezers.

There was extensive equipment for use on the dairy farm. One almost expected a political speech on farm relief to be among the exhibits.

Under the classification of ice cream containers one could find the ice cream cone with its variations and innovations, the galvanized can right on up to the electrically refrigerated cabinet. Butter containers were varied.

Evidently everything new in ice cream and in ice cream fruits, flavorings and coverings were shown and sampled there. Gelatin was well displayed.

Grouped at the various booths were the persons interested in a different industry, those interested in a different phase of his

own industry, those vitally concerned with that particular product and the person interested in a process that puts out a better, healthier product.

Then one would come to a booth where the mildly interested had dispersed and the small group, often several of such groups in a booth, were discussing costs, production, applicability of that product to the needs of the individual and such subjects.

It was a big exposition but not alone for the big producer. Much of the equipment stressed was for the little producer as the small-sized electrically refrigerated ice cream cabinet.

One ice cream manufacturer said that comparisons made at the exposition would influence practically all purchases for the next year, which probably summarizes the business background of the exposition. But, with all, looking back from the door it had a very festive atmosphere.

NEW TYPE OF COOLING TOWER IS ANNOUNCED

A new type of cooling tower for water cooling, known by its trade name as Hydroerator, has been introduced by the Atmospheric Engineering Co., Houston, Texas.

The use of the new tower in connection with a water-cooled compressor, the manufacturer states, will eliminate 95 per cent of the waste of the water secured from the water supply.

In operation the water for cooling is passed through the condenser in the usual manner, where heat from the refrigerant is taken up, thence the heated water passes into the upper section of the Hydroerator where it is distributed. The water then falls in countless drops through a number of baffles that are designed to expose it to the cooling influence of the surrounding atmosphere. The process is assisted materially by the evaporation of a part of its bulk, while counter air currents into which the heat is dissipated are maintained with natural draft by side ventilation. After the heat has been absorbed by the atmosphere the cooled water collects into a pan provided for its storage, where it is held ready for re-use.

It is claimed that water received from the discharge side of the condenser of an electric refrigeration unit and recirculated, has been lowered in temperature to within 3 or 4 degrees of surrounding wet bulb. The Hydroerator is made in several sizes for 1/4 h. p. machines up to 1 1/2 h. p. machines, and is shipped completely assembled and ready for operation.

PORTLAND FRIGIDAIRE BRANCH GETS WATER COOLER JOB

The Portland, Oregon, branch of Frigidaire Corp. has just completed the installation of water coolers in the Railway Exchange building at Third and Stark streets, said to be the first job of its kind in any of the Pacific Coast cities.

There are seven No. 4 coolers in all, two on the first floor and one on each of the other five floors. Each has a bubbler and a water glass filler.

The "C" compressor is operated in the basement by a one horsepower, alternating current motor. The suction line and the liquid line are run up the elevator shaft and teed out on each floor.

To run the water pipe line and the sulphur dioxide line, it was found necessary for the workmen to use the top of one of the elevators as a working platform, which could be lowered or raised as needed.

WOOD CONVERSION OPENS NEW PLANT FOR BALSAM WOOL

The Wood Conversion Co., Cloquet, Minn., recently opened a new plant to increase the facilities for the production of Balsam-Wool. This plant has a capacity of 250,000 sq. ft. of insulating blanket each 20 hour-day.

Fabrication of the blanket-form of insulation in the new plant follows the process developed several years ago when the product first was put on the market. Wood-waste is shredded into fibres, which then are fluffed so that they resemble sheep's wool in appearance and in heat-retarding efficiency.

This substance then is placed between two sheets of tough, asphalt-coated kraft paper, which render it water- and wind-proof. It is chemically treated for fire- and vermin-resistance. Finally it is cut to strips suitable in width for various uses in construction. Its standard thicknesses are 1 in. and one-half in.

Harloff-Loprich Supply Kenvinator for Madison, Wis., Cooking School

A Kenvinator was furnished by Harloff-Loprich Electric Co., of Madison, Wis., for use in a cooking school held recently by Mrs. Geo. O. Thurn, nationally-known authority.

KERO TEST

FORGED BRASS VALVES for Mechanical Refrigeration

Quality Shut-off and Cylinder valves in any standard designs or to your specifications.

KEROTEST MANUFACTURING CO. 2525 LIBERTY AVENUE PITTSBURGH, PENNA.



C P Refrigeration

Self-Contained Units from 500 pounds to 4 tons ice melting capacity. Ammonia or methyl chloride refrigerant. Over 30 years in the refrigerating machine business.

We invite the live wire dealer who seeks to build a permanent business to get in touch with us.

THE CREAMERY PACKAGE MFG. COMPANY

1243 West Washington Blvd. Chicago, Ill.

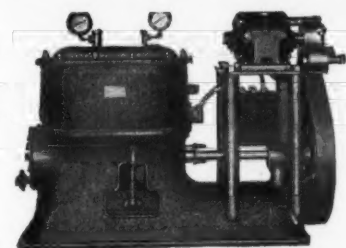
The leading refrigerator manufacturers are buying

BOSLEY'S "Ice Saver" Gasket

for it is the best uniform quality insulation

Write us

The D. W. Bosley Company 1901 Carroll Ave. Chicago, Ill.



ELECTRIC REFRIGERATION DISTRIBUTORS AND DEALERS

You need the PEERLESS line of commercial units.

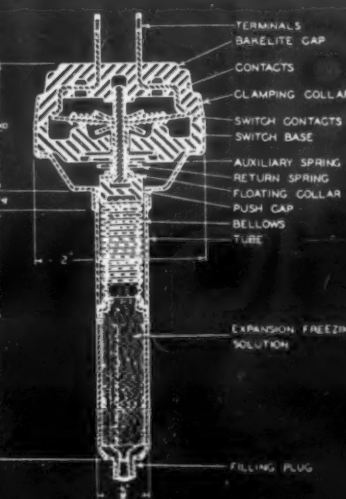
PEERLESS units give you a COMPLETE line, ranging from 1 to 10 tons.

Sixteen years of successful manufacturing and merchandising of ice machines are behind the PEERLESS name. Our record warrants your most exacting investigation.

Write or Wire

PEERLESS ICE MACHINE CO.

515 W. 35th St. CHICAGO, ILL.



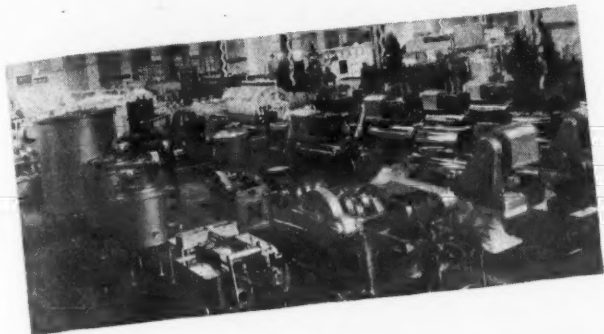
Ranco Thermostat Controls

have many points of superiority for Household Refrigerators, Ice Cream Cabinets, Water Coolers, Etc.

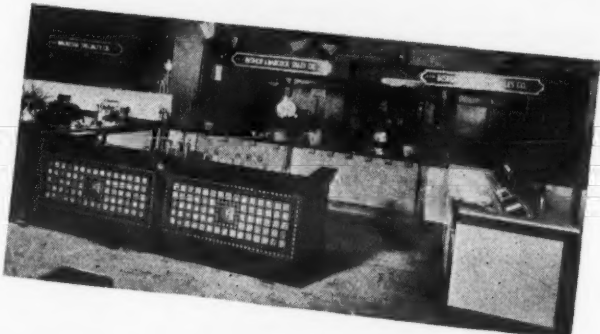
Write for information

THE AUTOMATIC RECLOSING CIRCUIT BREAKER COMPANY

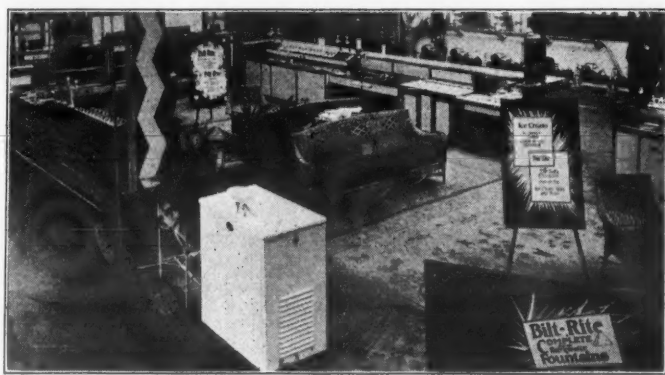
COLUMBUS, OHIO, U. S. A.



Dairy machinery and refrigerating apparatus displayed by Creamery Package Mfg. Co.



Two Red Cross soda fountains and carbonator exhibited by Bishop & Babcock Sales Co.

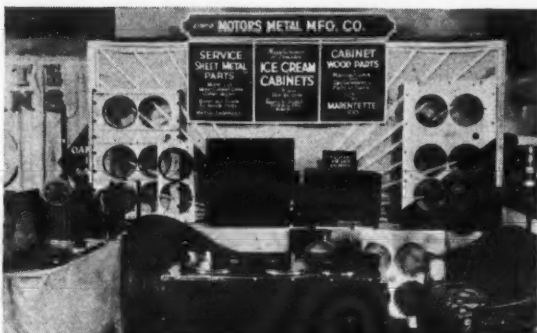


Right: Bilt-Rite electrically-refrigerated fountains shown by The Russ Manufacturing Co.

Below: Cabinets, sheet metal stampings and parts featured by the Motors Metal Mfg. Co.



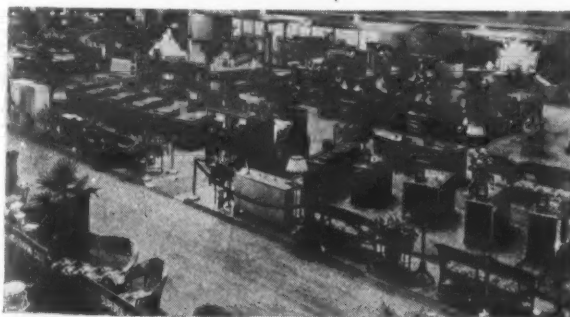
Novoid corkboard insulation, covering for cold lines, cork tile and stonewall finishes exhibited by Cork Import Corp.



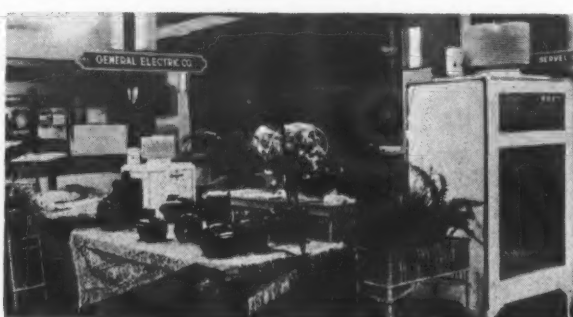
Ice cream cabinets, milk and water coolers, ice makers and Frigidaire household cabinets shown by Frigidaire Corp.



Refrigerating and milk handling equipment, cold storage door and water cooling system displayed by York Ice Machinery Corp.



Ice cream cabinets, commercial compressors, household refrigerated boxes, and milk coolers exhibited by Kelvinator Sales Corp.



Display cabinet built with glass front and doors placed in back for market or dairy use shown by General Electric Co.



Dry-Ice, Dry Ice refrigerated ice cream cabinets, "take-home" packages, counter boxes and jars featured by Dry Ice Corp of America.



Combination brick and bulk ice cream cabinets and improved Servel cooling units shown by Servel Sales, Inc.

COPELAND EARNINGS FOR FIRST 8 MONTHS RAN OVER QUARTER MILLION

Net earnings of Copeland Products, Inc., Detroit, for the first eight months of this year amounted to \$274,687.22 after deductions for interest, depreciation, taxes, national advertising and development, as well as setting aside a liberal amount in the reserve fund, according to a statement by E. H. Brown, vice-president and treasurer of the company. These figures do not take into consideration the operations of subsidiary companies.

Net earnings per share on the 101,992 outstanding shares of "A" stock for the eight months ending August 31 amount to \$2.69 a share. Figures for July showed net earnings of \$33,724.98 while those for August were \$13,568.18.

"The position of Copeland Products, Inc., today is most satisfactory," said Mr. Brown. "A complete new line of commercial machines has been added which should reflect in the volume of business in the next three months, which normally are low peak months in the electric refrigeration industry."

"July and August shipments showed an increase of more than 67 per cent over the corresponding period a year ago and we have set aside a liberal amount for a reserve as a matter of conservative business policy. However, as Copeland's line now covers the entire field in the electric refrigeration industry the effect of seasonal reactions will be slight."

CHICAGO DAILY NEWS FRESH AIR SANITARIUM TO HAVE ZEROZONE COOLING SYSTEM

The hundreds of Chicago babies who are taken care of daily at the Chicago Daily News Fresh Air Sanitarium, located in Lincoln Park, will be assured a safe and pure supply of milk and other foods by the installation of electric refrigeration equipment for which a contract has just been signed. The contract was closed by W. C. Muir of the Zerzone Chicago Co., and T. J. Preston of the Iron Mountain Co., and calls for one model "I" Zerzone compressor, three No. 55 cooling coils and a specially built-in ice maker containing one No. E-C-35 cooling coil. The installation is to be made in a special cooler 6'x10', which was furnished by the Federal Asbestos and Cork Insulating Co. of Milwaukee, Wis.

The needs of this institution, which cares for and feeds 750 babies and children daily, brought about an interesting problem in the designing of the cooler and placing of the coils. This was finally solved by dividing the cooler into three compartments; the first compartment to contain the chef's supplies only; the second compartment for the storage of special foods used in the dietetic department in the preparation of milk; the third compartment for the storage of miscellaneous articles and to contain a three-tier rack on the rear wall for 1500 individual size milk bottles.

Dr. Rhoda C. Barstow, superintendent of the Sanitarium, states that the method of keeping milk in individual bottles is far more satisfactory than keeping it in the bulk and eliminates the cost of paper cups, and the necessity of sterilizing large vats.

DELCO-REMY SPEEDS OUTPUT OF REFRIGERATION MOTORS

Production is being speeded at the Delco-Remy plants in Dayton on the manufacture of commercial motors designed especially for use on electric refrigeration units, it was announced by C. E. Wilson, president and general manager of the Delco-Remy Corporation.

These motors, made in various sizes ranging from 1-6 to 1½ horse-power, and which are built, it is said, so to make them practically noiseless in operation, are now being used on the new Frigidaire. The smaller motors are used on the domestic types of Frigidaire while the 1½ horse-power is used on the larger two-cylinder type compressor for commercial work.

FOOD SPECIALIST TO STUDY RHINELANDER REFRIGERATORS

Rhineland Refrigeration Co., Rhineland, Wis., has retained Dr. Frederic Dannerth to conduct an investigation of their product, the Rhineland Airtite Cabinet. Dr. Dannerth is known for his work as Director of the Food Products Institute of America and Head of the Food Research Laboratory of New Jersey.

The investigation will include a study of the cold retaining power of the box itself, as well as the temperature and humidity conditions in the box. Careful records will be kept of ice consumption and the condition of foods stored in the box.



Manuel Lassen
Recently appointed chief engineer of the Electro-Kold Corp., Spokane, Wash.

NEW COMPETITION HAS HELPED ICE INDUSTRY

That the competition of the electric and gas refrigeration industry has helped the ice industry, is the belief expressed by Charles C. Small, president of the American Ice Co., New York, N. Y.

Mr. Small said: "Electric and gas refrigeration, from our standpoint, was the finest thing that ever came into competition with us. It put us on our mettle, and we began for the first time to study seriously the possibilities of the business. We found that less than 50 per cent of the population were consistent ice users."

"The extensive advertising of the electric refrigeration companies drew attention to the scientific and hygiene possibilities of refrigeration. They took customers from us, but for every one lost we gained new ones. Before the advent of electric refrigeration many of us were mere order-takers. We covered our territory and handled what business was in sight, but did little to develop non-users' business. With the arrival of electric refrigeration we cleaned house and worked out our distribution more effectively."

MAKES IT SAFE FOR THE DOGS TO BE HUNGRY

Cocker Spaniels of the Concordia Kennels, Concord, N. H., lead an aristocratic dog's life according to Charles Pike Dow, Boston distributor of General Electric refrigerators. Electric refrigeration was installed in the kennels for the safe keeping of brisket beef and other perishable foods purchased for the forty to ninety dogs boarding there.

FRIGIDAIRE BRANCH MEN IN SESSION AT DAYTON

Frigidaire and Delco-Light office managers from branches in the United States and portions of Canada held their second annual convention in Dayton, Ohio, at the Engineers' Club on Oct. 15-16. Following an address of welcome by E. G. Biechler, president and general manager of Frigidaire Corp., the delegates considered sales forecasting, accounting methods, financial reports, and other matters pertinent to the management of their offices.

W. R. Huber, sales manager of the Delco-Light Co. and R. F. Callaway, manager of branches of Frigidaire Corp., addressed the office managers at the Monday session. Participants in the convention were tendered a banquet on Monday evening at the Dayton Country Club. C. F. Kettering, vice-president of General Motors; H. W. Arnold, general manager of the Delco-Light Co. and E. G. Biechler were speakers at the banquet.

University of Minnesota Builds Refrigerator Room for Plant Study

A cold temperature laboratory has been constructed for the plant pathology and botany division of the University of Minnesota, Minneapolis. This laboratory contains four rooms, each ten feet square and nine and one-half feet high, of concrete block construction, and with cork insulation one foot thick. Each room has separate temperature controls and temperatures of 32, 14 —4 and —58 degrees Fahrenheit, respectively, will be maintained. This new equipment will provide facilities for the study of winter hardiness and cold resistance of plants.

Albert Pfaltz Named N. E. M. A. Publicity Director

Albert Pfaltz has been appointed publicity director of the National Electrical Manufacturers Association, according to an announcement made by Alfred E. Waller, managing director of the association. Mr. Pfaltz was formerly a member of the editorial staff of *Electrical Record*, serving as news editor and production editor.

75 FRIGIDAIRE MEN FROM NEW YORK WIN TRIP TO DAYTON PLANT

A party of 75 Frigidaire salesmen from New York City visited in Dayton, Ohio, on Oct. 4-5, as guests of the Domestic Electric Co., Frigidaire distributors in New York, N. Y. The trip was a reward to the sales organization for having exceeded its quota during the months of July and August.

H. C. Jamerson, general sales manager, headed the party. Three division managers accompanied the salesmen, H. H. Simmons, Manhattan; A. Silverstein, Westchester county, and George Heerbrandt, Bronx.

On Friday evening the salesmen were entertained at a dinner at the Dayton Country Club. E. G. Biechler, president and general manager of the Frigidaire Corp., and J. A. Harlan, sales manager for distributors, were speakers on the program.

The New York salesmen were given their choice of a trip to Atlantic City or Dayton. Sixty salesmen will spend two days at the coast resort.

GENERAL ELECTRIC ORDERS FOR THIRD QUARTER SHOW 17% INCREASE OVER 1927

Orders received by the General Electric Co. for the three months ended Sept. 30 amounted to \$90,328,666, compared with \$77,420,263, for the corresponding quarter of 1927, an increase of 17 per cent, President Gerard Swope has announced.

For the nine months ended Sept. 30 orders received amounted to \$260,686,463, compared with 233,076,091, for the first nine months of last year, an increase of 12 per cent.

Pacific Coast Line to Equip Ships With Refrigeration Plants

Refrigerating equipment will be installed on the West Coast ships of the W. R. Grace & Co., San Francisco. The

first installation will be a twenty-five ton capacity ice machine on the Cuzco. Should this meet with the space demand expected by the company, it will enlarge the equipment on the Cuzco and make similar installations on its other ships in South American service.

The "THERMOELECTRIC" SWITCH

For Pressure or Temperature Control

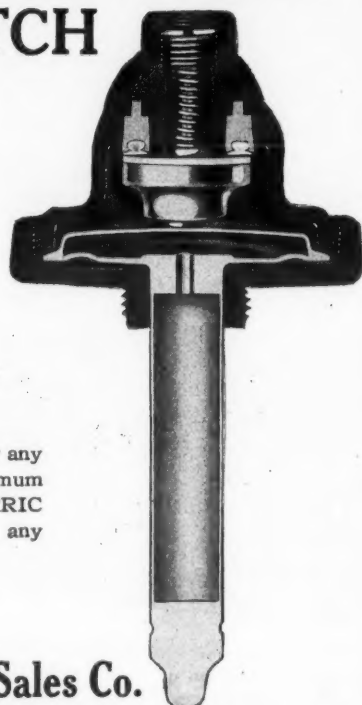
DESIGNED FOR Refrigeration Units, Oil Burners, Hot Water Heaters, etc.

For electric refrigeration practically any range can be supplied with a minimum differential of 6° F. THERMOELECTRIC SWITCHES can be made to suit any requirement.

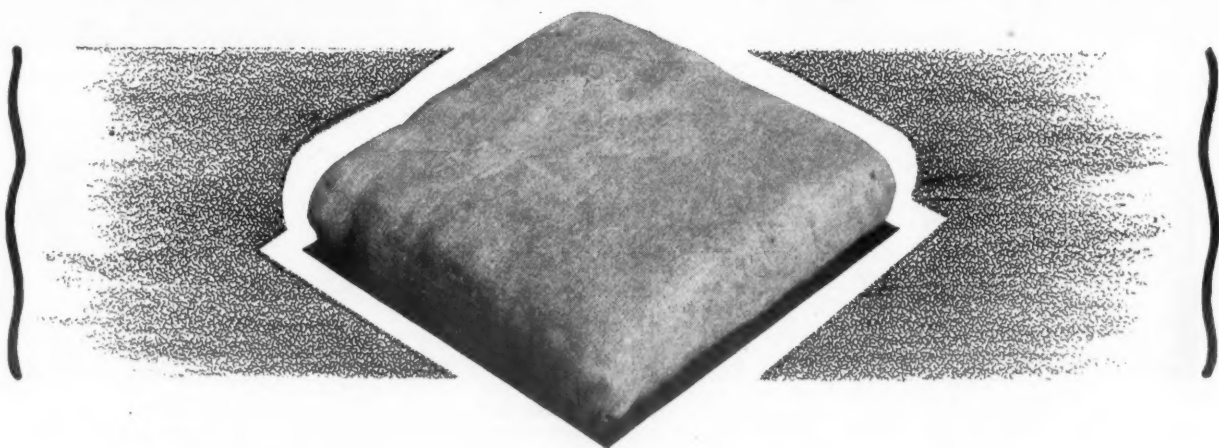
WRITE FOR BULLETIN

The Bishop & Babcock Sales Co.

General Offices—4901-4915 Hamilton Ave., Cleveland, Ohio



A CHALLENGE to Every Manufacturer of Refrigerating Units



In this announcement we make certain statements regarding the superiority of Dry-Zero for insulating refrigerating units. They are made in the superlative—without quarter or subterfuge. To lessen them would be unfair—it would be telling falsehood to gain your confidence through posed modesty. They would be untrue to scientific fact.

- (1) Dry-Zero has the greatest resistance to heat of any insulant in commercial use.
- (2) Dry-Zero is the lightest in weight, and has the greatest resistance to moisture of any insulant known.
- (3) Dry-Zero eliminates odor troubles.

We challenge any manufacturer of refrigerating units to disprove any or all of these statements under any reasonable conditions in competition with any known commercial insulant.

You are after results—the finer the performance of your unit, the greater will be its preference among consumers. The public does not care how you achieve efficiency—but it does demand it in the greatest measure. We do not ask you to accept our statements blindly, but we do ask that you let Dry-Zero prove to you that it can and will make your product even finer.

DRY-ZERO CORPORATION
130 North Wells St., Chicago

DRY-ZERO

Why Does the Ice Man Compete with Electric Refrigeration when He Should Be Selling It?

Ice Companies are in an Ideal Position to Handle Electric Refrigeration and Sell the Idea of Food Preservation

By L. C. Keely, Vice-Pres. Iron Mountain Co., Chicago
Manufacturers of Zerozone

THIS thought has occurred to me on many occasions, particularly at times when literature referring to poisonous gasses, etc., that is put out by the ice industry in various parts of the country has come to my attention. I have always thought that the electric refrigeration business could not be built on a sound basis by tearing down the ice business and, in fact, I don't believe any business was ever built by tearing down another one.

In the early stages of electric refrigeration some advertising copy did do an injustice to the ice man in his business but that was because of incorrect thinking and inexperience of the people in the electric refrigeration business. At a time when electric refrigeration manufacturers woke up to this fact, the ice industry started to resort to the same "knocking" tactics that had proved to be a failure in the electric refrigeration industry.

I have tried to place myself in the ice manufacturer's or dealer's position and to analyze what my position would be if I were in his business instead of the electric refrigeration business and I have just about come to the conclusion that instead of fighting the progress of electric refrigeration, I would get in tune with it and become a distributor in my circle of operations for a good mechanical refrigerating unit.

The ice man continually bemoans the fact that he is losing his good customers to mechanical refrigeration. The commercial user of mechanical refrigeration was undoubtedly the largest buyer of ice and he is one of the first ones to recognize the value of mechanical refrigeration and purchase equipment for his butcher shop, delicatessen, florist, or whatever business he was in.

Then the customer in the domestic field who purchases ice in large quantities, say 150 to 200 pounds per delivery, because he has a large refrigerator, usually lives in the best homes in the community and usually is pretty well fixed and responds quickly to modern improvements. Naturally, he is the first domestic user to purchase electric refrigeration. This has undoubtedly taken some valued business from the ice manufacturer or dealer, but if he were in the electric refrigeration business his drivers could be schooled to keep closely in touch with the thoughts of his customers and sense when they were ready to change from ice to mechanical refrigeration, and then the prospects that the ice man could develop could be turned over to the mechanical refrigeration department, which would in turn send a specialized salesman to talk about mechanical refrigeration and undoubtedly, because of the intimate contact in that home, he would have an advantage over competitive mechanical refrigeration salesmen for that reason. Many electric refrigeration sales



L. C. Keely

would result and the profits therefrom would undoubtedly be greater than rendering an ice service over a period of a good many years.

Furthermore, it is a definite fact that the educational work done by the advertising of electric unit manufacturers has broadened the field of activities for the ice man. Wouldn't it be further broadened if he did educational work on the subject of FOOD PRESERVATION, instead of spending his money trying to break down the inroad of the mechanical refrigeration manufacturer?

Wouldn't it be possible to develop, by this means, that large market of over one-half the population who don't use refrigeration in any form and further develop the market by getting those that do use ice during the summer months to use it the year round—sell the idea that it is summer in the kitchen all year.

I am convinced that electric refrigeration will never tear down the ice business and that the ice man cannot stop the inroad of mechanical refrigeration and that the sooner they both get to thinking along lines of selling to the public the one big subject of FOOD PRESERVATION, the better off every one will be. If the ice industry progresses as it should, this is bound to take place and I believe the day is rapidly approaching when the local ice man will be a mechanical refrigeration dealer.



Findlater Co. Display Room, San Angelo, Tex.

Findlater Company Made Business Good in Difficult Territory

The display room shown above is that of the Findlater Refrigeration Co., San Angelo, Texas, which firm made its entrance into the electric refrigeration business less than eight months ago as General Electric distributors. With a territory of over twenty-one counties this firm holds selling rights over a total area of approximately 22,000 square miles. The total population of this territory will not, however, exceed 112,000 people or about five people to every square mile.

Less than thirty towns in the entire area in addition to the city of San Angelo are supplied with electric current and none of these can boast of a population in excess of 5,000.

In this territory the Findlater Co. has sold and delivered over 250 General Electric refrigerators, which they be-

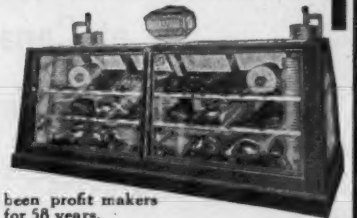
lieve to be a pretty fair record considering the facts given.

John Findlater is president of the company, Frank Findlater vice-president, and Ballinger Bryan, secretary and treasurer.

W. R. CROSETT APPOINTED KELVINATOR COMPTROLLER

W. R. Crosett has been appointed as comptroller of Kelvinator Corporation according to C. K. Woodbridge, president of the concern. Mr. Crosett has been associated for the last eleven years with W. J. Filbert, comptroller of the United States Steel Corporation.

THESCO DISPLAY FIXTURES



Have been profit makers for 58 years.

Write for Catalog E-92 and full information.



THE C. SCHMIDT CO.
Est. 1870 Inc. 1907
John and Livingston Streets
Cincinnati, Ohio

FLINTLOCK CONDENSERS

*Efficient—Economical
Compact*

**Greater Efficiency
at Less Cost**

WRITE FOR OUR BOOKLET

FLINTLOCK CORPORATION

4461 W. Jefferson Ave.
DETROIT, - - MICH.

Saloon the Birthplace of Early Model Brine Circulating System

BACK in 1890, long before the days of "The Four Horsemen," Notre Dame University had a young student taking a course in mechanics under Professor Albert Zahm, named George J. Cooke. His father was a brewer. His spare time was spent in the brewery learning the business and studying the complicated refrigeration machinery necessary in the production of a now forbidden beverage. During his senior year at Notre Dame, young Cooke had built with his own hands a one-horsepower steam engine. This he lugged home with him to Chicago.

One of his father's good customers at that distant and pre-prohibition day was Alexander Cullen, formerly an engineer with the Illinois Central Railroad, but who had retired from railroading and owned a saloon at 2525 Cottage Grove Ave. in the vicinity of the brewery.

The young engineer and the ex-engineer struck up an intimate acquaintanceship and, both being mechanically minded, hit upon the idea of eliminating the bother attendant on stocking the saloon's ice box with ice.

To do this, they built a small city gas fired steam boiler and circulating pump and piped the ice box, and using young Cooke's steam engine, circulated brine through these pipes in the interior of the ice box. They used ice, of course, and salt in chilling the brine in a room in the back of the saloon, but only the cold brine was circulated through the coils in the ice box. This produced very good results and created at that time a great deal of interest.

Mercy Hospital, a short distance away, then enjoyed the services of the late Dr.

John B. Murphy, probably Chicago's most famous surgeon. Dr. Murphy, being interested for scientific reasons, brought several hundred other physicians and surgeons to witness what was then considered a mechanical marvel—a dry, clean, iceless refrigerator.

The process added some small refrigeration cost to Mr. Cullen's expense account, but this was overcome by the curiosity aroused in his iceless ice box and he estimated that his volume of business increased at least \$35,000 during the many years of successful operation.

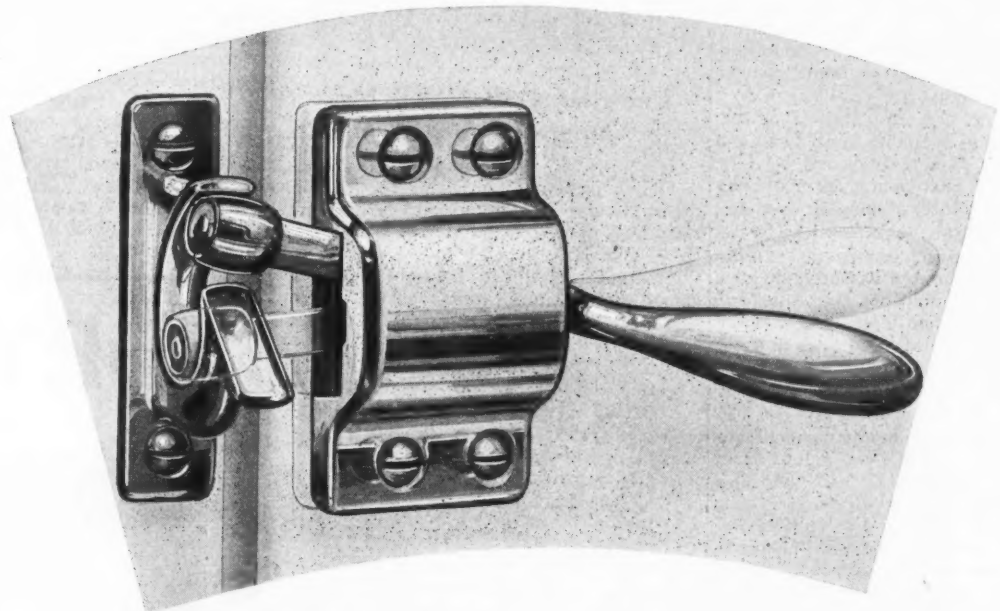
Mr. Cooke is today president of the George J. Cooke Cold Storage Co. and president of the Cooke Electric Refrigeration Co., manufacturers of his patented ammonia refrigerating machinery for the domestic market, and also patentee and owner of the Cooke Seal Ring.

FALL BUSINESS GOOD SERVEL SALES REPORTS

Servel Sales, Inc., Evansville, Ind., entered October with the brightest prospects in its history according to an announcement by Fred P. Nehrba, general manager.

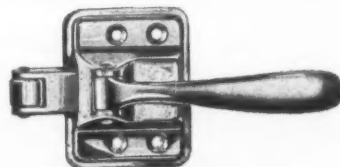
Mr. Nehrba's announcement came on the heels of a report that the volume of September business for Servel and Electrolux units far exceeded any previous September of the company.

Business for September was said to be 200 per cent above the record for the corresponding month of last year.

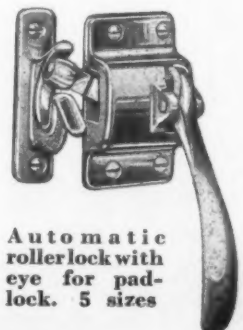


Study this Picture

Here's an automatic latch whose extra positive action and sturdy simplicity have made it a favorite. Note the deep throw, forcing the roller bolt by means of a strong spring to the very bottom of the strike. The shape of the strike acts as a wedge, closing and holding the door tight, even when carelessly hung. This patented latch, exclusive with us, comes in 7 sizes and a wide range of finishes, including chrome. Your inquiry will bring an immediate personal call with a full line of samples—or, if you prefer, we will mail samples with complete information and prices.



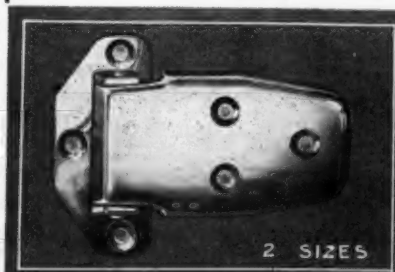
Reversible roller latch in 10 sizes. One movement of hand unlatches and opens door.



Automatic rollerlock with eye for padlock. 5 sizes

GRAND RAPIDS BRASS CO.

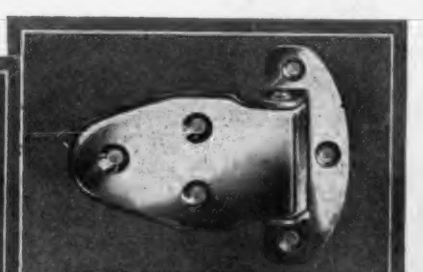
Grand Rapids, Michigan



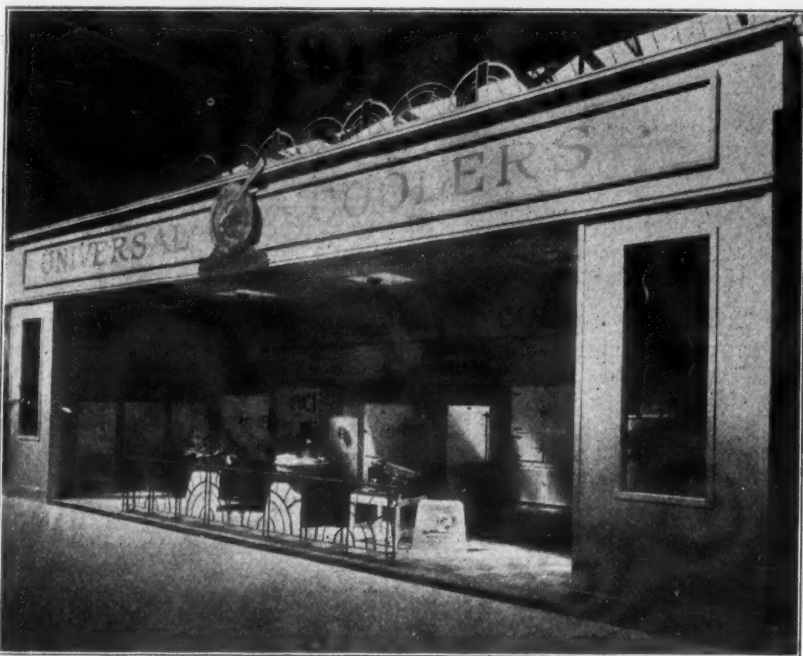
2 SIZES



5 SIZES



Toronto Distributor Presents Universal Cooler at Canadian Exhibition



Thousands of visitors attending the Canadian National Exhibition at Toronto, Canada, early in September visited the booth shown above of the Universal Cooler Corp. of Canada. The exhibit was in charge of Beatty & McIntyre, Ltd., Toronto distributors for Universal Cooler

equipment. The display included eight domestic refrigerators, one display case, two compressors and one water cooler.

The space in which the display above was shown has been leased by the Universal Cooler Corp. for a period of ten years.

S. E. D. SPONSORS CHRISTMAS OUTDOOR LIGHTING CONTEST

A Christmas Outdoor Lighting Contest will be conducted this year on a nationwide scale under the auspices of the Society for Electrical Development, 420 Lexington Ave., New York City, according to announcement made by the National Christmas Outdoor Lighting Committee comprised of representatives from various branches of the industry.

In addition to a prize fund of \$1400, there will be made available to all Leagues, Central Stations, Wholesalers and Dealers who choose to participate, promotional aids, including posters, publicity material and radio talks.

Under the plan developed by the national committee, the country has been divided into eleven contest divisions to be headed up by divisional committees. These committees will encourage communities in their various sections to engage in the contest and will accept responsibility for judging and awarding prizes.

A sum of \$100 will be made available to each division to be divided into four prizes in the amounts of \$50, \$25, \$15 and \$10. In addition, there will be first and second prizes of \$200 and \$100, respectively, to be awarded to the two outstanding displays among the divisional prize winners. The cash awards will be accompanied by suitable certificates of merit.

A folder giving complete details of the plan will shortly be forwarded by the Society to all leagues, central stations and other interested parties, upon request. A portfolio containing suggestions for the operation of the contest in local communities also will be available from the Society.

W. I. Peck Joins Universal Cooler in Pittsburgh

W. I. Peck, formerly with the Copeland Refrigeration Co., of Pittsburgh, has taken over the management of the Pittsburgh branch of the Universal Cooler Corp., which branch is moving from their present location at 122 Collins Avenue E. E., to larger and more convenient quarters at 5528 Penn Avenue.

Universal Cooler Will Make Compressor for Nelson

The C. Nelson Manufacturing Company of St. Louis, Mo., propose to sell a complete line of ice cream cabinets with a special Nelson compressor unit, which is being manufactured for them by the Universal Cooler Corporation, Detroit, Mich.

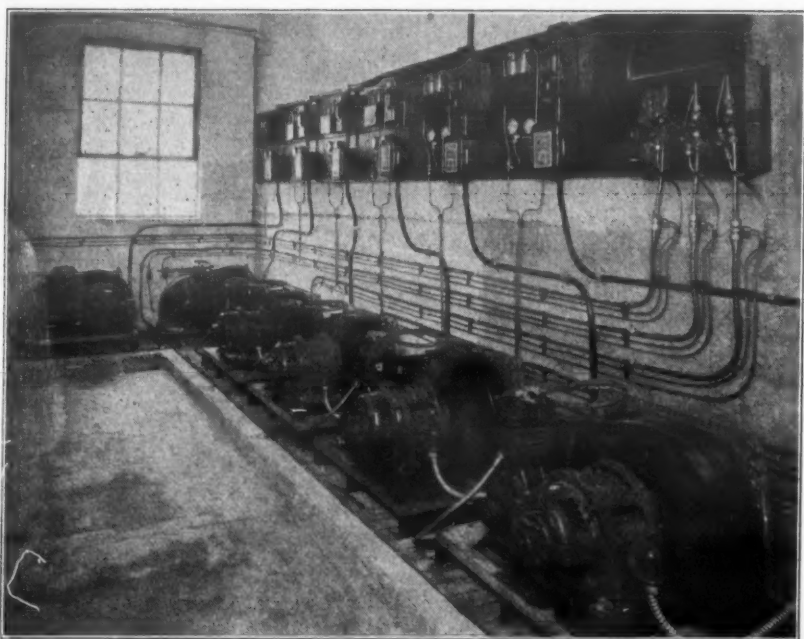
Too Simple

"This device is so simple," said the energetic salesman, "that a child can operate it." "I was afraid of that," remarked the father of seven.

Correction

A news item which appeared on page one of the Sept. 12 issue headed "Filtrine Co. Sells Forty Water Coolers" should have included the fact that these coolers, installed in the Chase National Bank Bldg., New York City, were installed by the New York branch of Servel Sales, Inc., and were equipped with Servel compressors.

Clean Cut, Compact Kelvinator Multiple Installation in San Francisco



An unusually clean cut installation of multiple equipment is that in the Mayflower Hotel, San Francisco, comprising ninety-one apartment refrigerators operated by six 1½ h. p. air cooled Kelvinator compressors. The installation is typical of those made by the Hot-N-Kold Shop,

949 Mission St., San Francisco. This concern reports a contract for the installation of 240 Kelvinators on a multiple system in a new apartment house to be erected in San Francisco and it is believed that this is the largest apartment building west of Chicago.

BINDERS FOR THE NEWS NOW AVAILABLE

Two Types Offered—Covers Stamped in Gold

Two types of binders for filing copies of ELECTRIC REFRIGERATION NEWS are now available for immediate delivery. One has a spring in the binding edge and it is only necessary to open the binder, pressing the backs together, to insert new issues or remove those already in place. This type of binder looks neat whether it contains one issue or twenty-six.

The other type, known as a multiple binder, has twenty-six metal strips in the binding edge, one for each issue of the year. Each time a copy is inserted a metal strip must be removed and replaced. It is a little more trouble to operate than the spring binder, but none of the type matter is obscured and it is less likely that copies will be removed.

Both binders have stiff covers and are attractively bound in good quality of black imitation leather with the name "Electric Refrigeration News" stamped in gold on the front cover. A binder of either type will be shipped postpaid on receipt of \$3.75. Please specify whether you want the spring back or multiple type.

Copeland Appoints W. R. Race Assistant Advertising Manager

William S. Race has just been appointed as assistant to A. M. Taylor, director of advertising and sales promotion of the Copeland Products, Inc., Detroit. Mr. Race has had considerable experience in advertising, having been connected with the H. C. Michaels Advertising Agency, of New York, and with the U. S. Rubber Company in New York and Detroit. He comes to the Copeland company directly from the Graphic Arts Guild Typographers, Detroit.

Three Aids To Better Joints

Imperial Tube Cutter



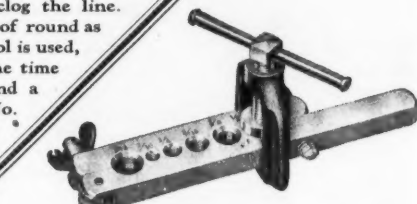
Here is a highly efficient tool for cutting copper, brass, block tin and lead tubing. It takes all sizes of tubing from ¼" to ¾" and makes a right-angle cut, quickly and cleanly, leaving no burrs or chips to clog the line.

The tubing does not become out of round as when put in a vise. When this tool is used, tubing can be cut in half the time required by old methods and a far better job results. No. 94-F Tube Cutter, each \$2.50

Brass Forgings



Accurately made to meet all the requirements of Iceless Refrigerator Manufacturers. Will not leak. Let us quote on your requirements.



Imperial Flaring Tool

The Imperial Flaring Tool gives the proper flare and taper to the tubing for making up joints. A perfect flare means a tight joint, and this tool does the work in the least time and with the utmost simplicity. No loose dies—no vise necessary. No. 93-F takes tubing sizes ¼", ½", ¾", 1", 1½", 2", and 2½". Each \$3.00. No. 95-F takes tubing sizes ¼", ½", ¾", 1", 1½", 2", and 2½". Each \$4.00.

IMPERIAL BRASS MFG. CO., 565 So. Racine Ave., Chicago, Ill.

SULPHUR DIOXIDE

ANHYDROUS
SULPHUR
DIOXIDE

SO₂

Universally used in the production and servicing of refrigerating machines. Prepared for direct charging, with absolute protection afforded by complete laboratory analysis of each cylinder, large or small.

Exceptional dryness maintained as an additional safety factor. Ten sizes of cylinders from 2 lb. to 150 lb. capacity.

ANSUL CHEMICAL COMPANY

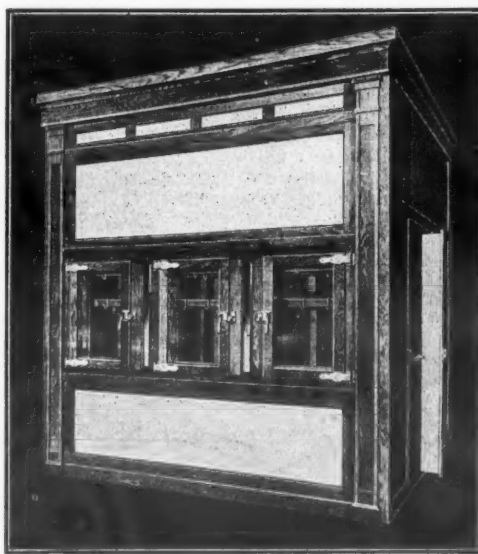
MARINETTE, WIS.

Canadian Distributor
GRASSELLI CHEMICAL CO. Ltd.
Toronto—Montreal

Western Subsidiary
ANSUL CHEMICAL CO. of Calif.
Modesto, Calif.

"DRY-KOLD" MEAT COOLERS

Years Ago Established a Standard of Correct Refrigeration



THE ADVANCED "DRY-KOLD" HAS SET A NEW STANDARD

For ice or electric refrigeration! Lowest operating cost with either! Meets the most exacting requirements of the shrewd market man!

BUY ON PERFORMANCE AND

YOU WILL BUY A "DRY-KOLD"

Our ample, modern manufacturing facilities and long experience have enabled us to produce a really superb type of cooler with many exclusive features of quality and operating efficiency. Lumber seasoned in our own yards and dried in our own modern kilns. Workmanship the finest.

DRY AIR CIRCULATION AND PERFECT REFRIGERATION GUARANTEED

THE "DRY-KOLD" REFRIGERATOR CO.

NILES, MICHIGAN

REFRIGERATORS AND DISPLAY CASES FOR ALL REQUIREMENTS

KULAIR COMMERCIAL CONDENSING UNITS

For Use With Any Practical Cooling Unit

Low, Medium or High Speed
Multiple or Single Unit Hookup
Sulphur Dioxide or Methyl Chloride

A sensible policy product and price
Awaits your inquiry
Write for it

KULAIR DIVISION
FRANKLIN AIR COMPRESSOR CORPORATION
NORRISTOWN, PA.



No. 3000 Air Cooler 9942 BTU per hr.
Smaller Sizes to ¼ Horse Power.

General Electric Men Throughout Country Meet to Discuss Winter Sales



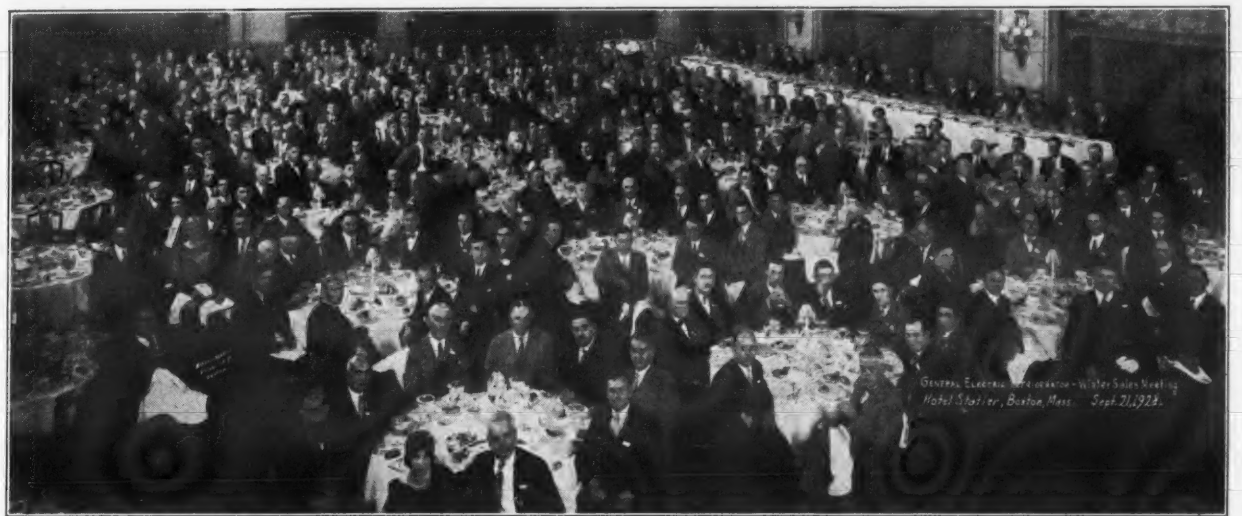
Over 400 dealers and salesmen of the Judson C. Burns, Inc., organization attended the meeting at Philadelphia on Oct. 5



G. E. men from the Cleveland, Akron and Canton territories attended the meeting at Cleveland on Sept. 28



Dealers of the Wisconsin Electric Refrigerator Co. met in Madison, Wis., at the Hotel Loraine on Oct. 12



Approximately 400 attended the eastern New England General Electric meeting held at the Hotel Statler, Boston on Sept. 21



The F. B. Connelly Co., Billings, Mont., was host to its dealers at a dinner on Sept. 19

SMALL ELECTRIC UNIT SOLVES COOLING PROBLEM IN DAIRY

The problem of cooling milk is one that often causes the dairyman considerable annoyance especially where cool water is not available. This problem on the Walter Hill dairy, five miles west of Fresno, California, was met by the use of a small electric refrigeration cooling unit immersed in a wooden tank containing 100 cubic feet of brine.

A small centrifugal pump driven by a 1/4 h. p. electric motor circulates the cold brine through the lower half of the cooler, the upper half being cooled by tap water. Water passing through the upper half extracts part of the animal heat while the brine in the lower half completes the cooling operation.

The milk enters the cooler at 95 degrees F. and is delivered to the cans at 51 degrees, leaving the dairy at this temperature the milk arrives at the creamery in perfect condition.

FARMS HAVE 400 USES FOR ELECTRICITY SURVEY SHOWS

There are 400 practical uses for electricity on the farm, says the *Detroit News*. It is pointed out that these not only are advantageous from the labor saving standpoint but by lightening the work of the housewife, the rural home becomes more attractive, healthful and comfortable.

Data is given from a survey made recently of farms in four of the Great Lakes states using current from central station lines. In Illinois, Wisconsin, Indiana and Michigan, 15,854 farms received electrical service in 1923. By 1926 the number had increased to 30,160. The estimated increase for 1927 was 10,000.

Electrolux Receives Fourth Foreign Award in Year

The Electrolux gas refrigerator was given a gold medal for hygiene at the Trade Fair and Exhibition, Douglas, Isle of Man. This is the fourth award abroad that Electrolux has received this year.

At the recent Exposition Internationale du Confort d'Habitation at Liege, Belgium, Electrolux was given the diploma, "Membre du Jury, Hors Concours." Early this year Electrolux was awarded a gold medal and Grand Prix d'Honneur in Madrid during the Feria de Navidad or Christmas Fair.

Last year a diploma was received at the Third International Exhibition in Fiume.

Wholesale Plumbing House Has Display for Retail Dealers' Use

The A. Harvey's Sons Manufacturing Co., Detroit manufacturers and wholesalers of plumbing and heating equipment, is taking advantage of the fact that the plumber is often in a position to know when a customer is in the market for electric refrigeration.

This company maintains a complete display of Copeland electric refrigerators and invites retail plumbers with whom it does business to bring in prospective customers and sell them in the Harvey company's display room. The plan has proved a complete success, it is reported.

Frigidaire Man Addresses Houston Builders

Frigidaire Day was observed at the weekly luncheon of the Builders' Exchange of Houston, Tex., recently. Approximately 75 members of the Exchange were in attendance at the luncheon, including nine members of the Cox & Blackburn organization, local Frigidaire distributors, and listened to an interesting sales talk given in the interest of the new models by W. W. Short, sales manager for this firm. Avoiding comparison with competitive products, Mr. Short pointed out the value of electric refrigeration in modern homes, and how it was being accepted as standard equipment by many of the progressive home builders.

Kelvinators Displayed in Evansville Model Home

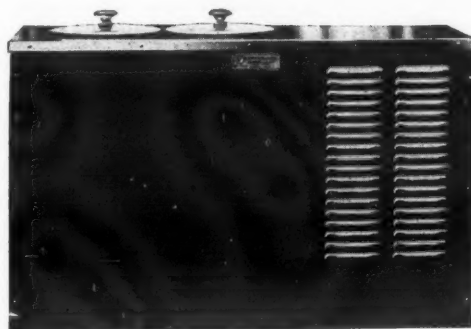
The Evansville Planing Mill Company, Evansville, Ind., has completed a new Kelvinator showroom in their model home, Morgan avenue and Garvin street.

The Model Home, a popular attraction for three years in Evansville, embodies all the features of modern day home building materials and equipment. Kelvinators are shown in actual operation. The showroom was opened October 7. A public invitation to see the Kelvinator in a typical modern kitchen was given.

H. P. Seeley Heads Kelvinator Factory Planning Dept.

H. P. Seeley has been placed in charge of the Kelvinator Corp. factory planning department, according to C. K. Woodbridge, president of the concern. Mr. Seeley was formerly consultant in planning for the Checker Cab Co. and Budd Wheel Co. and was connected with the planning division of Packard Motor Car Co.

A Complete Line! Ice Cream Household Commercial



Universal 2-Hole Cabinet

Portable—Practical
Profitable

Solves the problem of the "Small Stop"

The Universal Cooler line now includes 2 temperature and 3 temperature cabinets — from 2 to 12 hole sizes, meeting all the requirements of Ice Cream Manufacturers.

Simply—Sturdy
Efficient

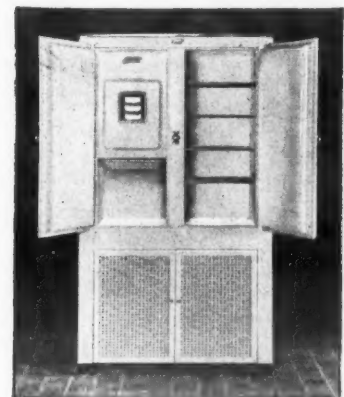
Distributors, Dealers and Salesmen find Universal more profitable—
Write for particulars.

Universal Cooler Corporation

Detroit, Michigan



Windsor, Canada



No. 50 Universal Household Model
7 cu. ft. capacity

The Universal Household and Commercial line includes cabinets especially designed for—

Homes
Apartments
Stores

Also a complete line of water coolers and equipment for industrial installations.

Elaborate Showrooms of Philadelphia Frigidaire Distributor Emphasize Value of Artistic Environment

Permanent Food Preservation Exhibit Shows History of Refrigeration Development

Marking another step in the growth of Frigidaire sales in and around Philadelphia, the J. J. Pocock organization formally opened its new quarters at 1920-1922 Chestnut St., Philadelphia, on Sept. 24.

Mr. Pocock went to Philadelphia in 1919 from the Delco Light Co. at Dayton, Ohio. The first location was at 824 North Broad St. As the business grew the concern was forced to move from time to time until a few months ago Mr. Pocock purchased a ten story structure formerly a hotel, completely remodeled it, and thus provided what is probably one of the play rooms in the country.

Six stories of the structure are being used for immediate needs, leaving the remainder for future expansion. The first floor of the new location which is partially shown in the accompanying photograph, is used for display and sales purposes. An illuminated fountain with reflecting mirrors casts a diffused light and produces an unusual effect.

Recognizing the popularity of the food preservation shows which were conducted by Frigidaire Corp. throughout the country during the summer and early fall months, the Philadelphia distributor has

included in his new quarters a permanent food preservation exhibit tracing the history of refrigeration and showing the development of bacteria through use of motion pictures and colored plates.

The front section of the display quarters is devoted to domestic electric refrigeration with connecting rooms being devoted to special subjects, such as apartment house models and commercial refrigeration systems.

The territory covered by the Philadelphia distributorship is said to be the second largest in the U. S. from a sales volume standpoint.



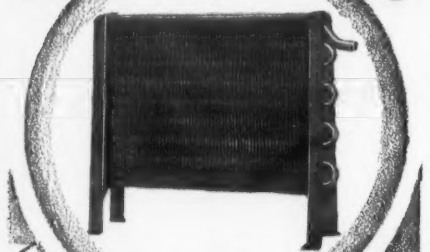
The above group shows entrance to showrooms with large display windows, food preservation exhibit and spacious commercial salesroom.



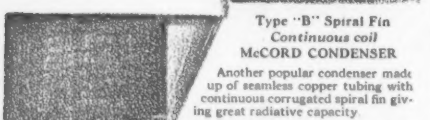
Panoramic view of beautiful new Frigidaire showrooms recently opened by J. J. Pocock at 1920-22 Chestnut St., Philadelphia.

MCCORD BUILT

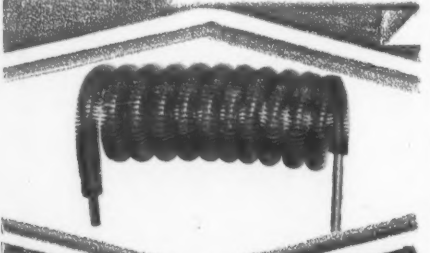
Condensers



Type "D" Seamless Tube McCord CONDENSER with Individual Square Fins. A compact, efficient unit employing a principle of radiation that has found favor among many manufacturers.

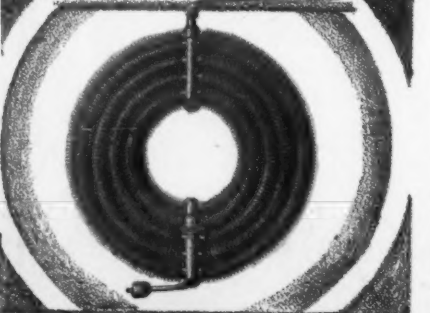


Type "B" Spiral Fin McCord CONDENSER. Another popular condenser made up of seamless copper tubing with continuous corrugated spiral fin giving great radiative capacity.



Type "C" Spiral Fin Coil McCord CONDENSER with Seamless Headers.

McCord condensers are made in many sizes and shapes to meet the requirements of a wide variety of installations.



MCCORD RADIATOR & MFG. CO. DETROIT MICH.

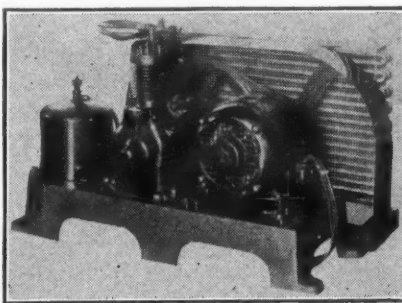
Copeland Announces Two New Heavy Duty Condensing Units

Two new condensing units for commercial refrigeration are announced by Copeland Products, Inc., Detroit, rounding out its commercial line. The new units are the model X-A, air-cooled type, shown here, and the model X, a water-cooled unit designed to meet the demand for more capacity than provided by the recently announced model W compressor.

The new units are being manufactured in two types, one for use with installations using Copeland cooling coils and the other for use with special cooling tanks or the new Zero Tube. The unit for use with Copeland cooling coils is equipped with dual pressure control, and the one for use with the zero tube is equipped with dual temperature control and expansion valve.

The air-cooled X-A units are powered with a 1½ H. P. motor and uses a two-cylinder compressor with a 2¼" bore and a 3" stroke, operating at a speed of approximately 365 r.p.m. The condenser is air-cooled and of the radiator type. Methyl chloride is used as a refrigerant. This unit has a pressure control, attached to the suction side of the system, or a regular thermostat, depending upon the application of the unit to a float valve or an expansion valve system.

The dimensions of the unit and base are 39¼" overall length, 22¾" wide and 24¾" high. It has a capacity of 800 pounds of melting ice equivalent on a 16-hour operation with the air temperature at 70 degrees, or 730 pounds at 90 degrees. The safety device is set at 150 pounds, which automatically breaks the



Copeland Model X-A, Air Cooled Condensing Unit

motor circuit at this point. This unit, too, must be supplied with an automatic type starter for the motor to assist in turning over the motor on starting.

The model X condensing unit has the same general construction as the X-A, except that it is water-cooled and is equipped with a 1 H. P. motor instead of the 1½ H. P. It is also made in two types for use with the Copeland cooling coils or with the Zero Tubes or special cooling tanks. This unit is practically the same as the air-cooled type, except that its dimensions are 38½" long, 17¾" wide and 27¾" high, with a capacity of 800 pounds of melting ice equivalent per 16-hour day at 60 degree tap water temperature, or 730 pounds at 80 degree tap water temperature.

Druggist Places High Value on Refrigeration for Keeping Serums

The O'Brien Drug Co. of Omaha points out that electric refrigeration is one of their greatest trade-getting assets. J. E. O'Brien, owner of the store, gives as the principal value of mechanical refrigeration to the druggist, the keeping of all serums and anti-toxins at an even and low temperature. He points out that the anti-toxins usually carried by the druggist, those for typhoid, pneumonia, diphtheria, meningitis, and scarlet fever, must be kept at a temperature never over forty degrees.

Mr. O'Brien declares that iceless refrigeration is a saving as there is no deterioration of valuable toxins. It is also an economy in saving ice cream and supplying cold drinks.

Connecticut G. E. Distributor Holds Sales Conference and Banquet

More than 100 dealers and salesmen of the Modern Home Utilities, Inc., Waterbury, Conn., distributors of General Electric refrigerators, attended a sales conference and banquet held on Sept. 19 at Waterbury. Joseph E. Neily, general manager and treasurer of the Modern Home Utilities, Inc., presided as toastmaster.

Among the speakers on the program at the banquet were A. C. Mayer, F. Harvey

and F. Corliss of the General Electric Co., Cleveland, Ohio; H. J. Francis, representative of the General Contract Purchase Corp.; J. Lyman and E. P. McCallum of the Modern Home Utilities, Inc. A brief skit entitled "Entering the New Season of the Year," which showed that one can sell in winter as well as in the summer, was enacted by employees of the company.

Bridgeport Distributor and Dealers Average 125 Units a Month

Allen Brothers, Inc., 239 Fairfield Ave., Bridgeport, Conn., distributors for General Electric refrigerators, report installations in Bridgeport and vicinity at the average rate of 125 units per month. Dealers who co-operate with the Allen company follow: The D. M. Read Co., Bridgeport; Ives & Garrison, Fairfield; J. Harold Sanford, Stepney; Curley Electric Service, Westport; the Richard Feydt Co., Danbury, and the Bethel Hardware Co., Bethel.

Peerless Appoints R. P. Peckham Co. as Detroit Representatives

The Peerless Ice Machine Co., Chicago, Ill., announces the appointment of the Ralph P. Peckham Co., Detroit, Mich., as Peerless agents for the Detroit district.

FOREIGN SHIPMENTS OF ELECTRIC REFRIGERATORS

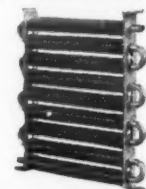
August Exports Reported by Bureau of Foreign and Domestic Commerce

Country of Destination	Units up to 1-Ton Capacity	
	Number	Value
Austria	211	\$ 41,969
Belgium	57	11,961
Czechoslovakia	36	7,545
Denmark	21	5,286
France	29	4,464
Germany	71	11,115
Greece	7	1,531
Italy	93	21,418
Netherlands	108	6,925
Norway	7	1,483
Portugal	5	1,903
Rumania	2	540
Spain	41	9,166
Sweden	26	7,330
Switzerland	24	4,106
United Kingdom	42	6,154
Canada	629	105,202
Guatemala	2	676
Honduras	4	754
Panama	23	5,608
Salvador	11	4,175
Mexico	53	12,125
Newfoundland and Labrador	4	624
Bermudas	31	7,198
Barbados	1	190
Jamaica	10	596
Other British West Indies	2	537
Cuba	26	6,324
Dominican Republic	12	2,653
French West Indies	1	452
Haiti, Republic of	7	1,350
Argentina	18	14,924
Brazil	26	6,069
Chile	17	2,680
Colombia	29	5,856
Peru	6	1,916
Uruguay	17	4,699
Venezuela	34	6,277
Aden	3	528
British India	43	7,915
British Malaya	3	530
China	17	4,280
Java and Madura	10	2,322
Hong Kong	13	3,093
Japan	2	369
Philippine Islands	11	2,772
Siam	17	2,711
Syria	1	297
Australia	294	50,488
New Zealand	5	1,104
British East Africa	2	476
Union of South Africa	23	5,549
Egypt	10	2,370
Morocco	2	335
Total	2,199	\$418,920

Frigidaire Home Economics Expert Transferred to New Orleans

Mrs. Rose L. Mathews, home economics expert for the Frigidaire Corp., has been transferred from Atlanta to New Orleans, where she will have charge of the Frigidaire branch display rooms in the Loew's State Theatre building, 1102 Canal St.

Specify ROME CONDENSERS



One Piece Construction Rome Turney Radiator Co. ROME, N. Y.

Electric Light and Power Companies

Here Is A Real Load Builder for Your Rural Lines

Electric Refrigeration Distributors and Dealers

Here Is A New Market for Condensing Units

The ESCO Electric Milk Cooling Cabinet —Cools Milk

Quickly—Efficiently—Economically

Engineered and Equipped—Ready for Use with Any Make Refrigeration Unit

READ WHAT THIS USER SAYS

August 28, 1928.
ESCO Cabinet Company, West Chester, Pa.
Gentlemen: Your E-6 ESCO Cabinet installed and used through the month of July has given splendid service. Our electric bill increased only \$4.50 for this month. Our ice bill for June was \$20.00, showing a great saving by the use of the ESCO Cabinet.
Arthur J. Gauntt, Jobstown, N. J.

ESCO Cabinets are built in sizes to cool from 2 to 14 cans of Milk. Full information sent on request

Esco Cabinet Company West Chester, Pa.

Refrigeration Plays Lead Role in Preparation of Food for Railway Diners

Make Possible the Buying of Large Quantities Central Preparation, and Maintenance of an Unvarying Quality

By Charles W. Geiger

DURING the year 1926, The Southern Pacific Co. served 3,260,000 meals on its dining cars, 2,243,000 meals in its steamer and ferry boat restaurants, and 679,000 meals at its railway clubs.

The Southern Pacific commissary department has charge of the functioning of the company's dining cars, hotels, restaurants and railway clubs scattered over more than 15,000 miles of railway lines.

The main commissaries of the department are located at Oakland, San Francisco, Portland, Los Angeles, New Orleans, Houston and El Paso. At each of these commissaries large and extensive electrically operated refrigerator facilities are provided, with special compartments for fruits, vegetables, meat, milk and cream, bakery goods, and other perishables.

Perhaps the most extensive refrigerator facilities are maintained in the new commissary located on the Embarcadero in San Francisco, where there is installed a Baker electrically operated ice machine and seven compartments built squarely in the center of the kitchen with a total length of 29 feet and a total width of 26 feet. This affords ready access for heads of the different departments of the commissary, whose various domains are intimately co-ordinated with one or more refrigerated compartments.

Two compartments are given over to fruits and vegetables that arrive daily from farm and orchard. On the opposite side is the baker's compartment where, at just the right temperature, bakery goods are kept during short intervals between baking and consumption. Here are kept cans of maple syrup. This is pure maple syrup unmixed with sugar and is obtained in carload lots from Vermont. There is also a large compartment for meats, and an immense compartment for milk, cream, butter and eggs. Another is provided for prunes, and other fruits that are packed in glass jars in the kitchen. The seventh compartment is provided for bakery goods such as cakes and pies.

It is necessary to keep these compartments at different temperatures; the compartment for cream, milk and eggs being maintained at 45 degrees and the compartment for meat at 35 degrees. These different temperatures are maintained by thermostatic control. There is a separate loft for the cooling pipes from the electric refrigerator machine which enable the predetermined temperatures to be maintained in the different compartments as well as preventing sweating.

A special refrigerated compartment is provided separate from the main refrigerated compartments at the San Francisco commissary which is devoted exclusively to peeled and prepared vegetables and is maintained at a temperature of 34 degrees. Vegetables are prepared for cooking and stored in this special compartment until ready to be used.

Perfect lighting is provided during the day by a skylight which occupies the entire roof of the room in which the refrigerated compartments are located. The various departments such as the bakery, ranges for making soups, bake-ovens for baking beans, and doughnut department are ideally arranged around the refrigerated compartments, greatly increasing the efficiency.

The commissary department has four buyers. In San Francisco and Los Angeles each morning at 5:00 o'clock they go into the markets for the very finest perishable supplies such as vegetables and fish. These are brought into the markets early in the morning, and the first man in the markets gets the cream of the lot. These perishables are delivered to the com-



A Bountiful Smile—Refrigerated compartment for vegetables in the Oakland commissary of Southern Pacific Co.

missary and immediately put under refrigeration, where they are kept until issued to the dining cars and ferry boat restaurants.

Eggs are one of the most difficult commodities to handle in a business such as this. Great attention is given to quality, the principal supply being drawn from firms throughout the state of California. The majority of eggs served on the diners are received the evening before or early that morning and immediately put under refrigeration.

Samples of eggs from various sources are sent to the nutrition department of the University of California, and Professor Jaffa, who is in charge of that department, has made a thorough study of the company's supplies. Formerly there was no way of telling the age of an egg, but Professor Jaffa, through long study, has devised a means of telling the age of an egg almost to within a day. It was found that, as the egg grows older, the air enters through the shell, which is porous. Eggs are also candled to show the condition of the whites and yolks.

Cream Put Up in Non-Refillable Three-Quart Tins

Samples of milk, butter and cream also are sent periodically to the university for test. Great attention is paid to cream. The state requirements call for 18 per cent of butterfat, but no cream is used by the commissary department having a butterfat content of less than 24 per cent. Cream for the commissary department is put up at the dairies in non-refillable three-quart tins, sent to the commissaries in refrigerated containers, placed in refrigerated compartments at the commissaries, and from there issued to the dining cars and kept under constant refrigeration. These tins cost about 10 cents a piece, and they are not used again for cream. It is a very expensive thing for the dining car

department, but in the course of a year there is almost no sour cream, perhaps not more than two or three times during a very hot spell.

Meats are purchased in wholesale quantities. In the butcher shop at West Oakland, these meats are cut into standard sizes for dining cars and ferry restaurants. At West Oakland there is a great cooling plant and chill rooms, with an immense refrigerated compartment where the meats are stored. The commissary purchases whole beefs. During the year 1926 there was handled through this butcher shop 400,000 pounds of beef, 100,000 pounds of lamb, and 175,000 pounds of pork.

From the pork there was made over 177,000 pounds of pork sausage. The company cures and smokes its own bacon and during the year 1926 produced more than 50,000 pounds of frankfurters and other sausages.

At the West Oakland commissary the vegetables and fruits are kept in special refrigerated compartments with special bins for the various kinds of vegetables and fruit, and are washed and all waste parts removed before delivery at the diners. In the walls of the perishable commodities' store room are large compartments, one for the dining car of each train out of Oakland. These compartments have sliding doors both on the inside and outside of the building. When an order is received from a steward the supplies are put up and placed in the compartment for his dining car.

Just before the train is made up the steward comes to the commissary and receives the supplies from the outside, checking them as he does so. In this way the stewards and chefs do not come into the store rooms, and confusion is prevented. During the summer, when there are many extra or special trains owing to conventions, the commissary forces work at high pressure, it being necessary to clean a diner and restock it in a very short space of time. This has been done in a little over an hour's time.

At the San Francisco commissary, mayonnaise, thousand island and French dressings are prepared in large quantities. These materials are packed in quart size glass containers and put under refrigeration until ready to be sent to the dining cars or ferry restaurants. Last year the San Francisco commissary kitchen's dressing output was 46,000 quarts. In a single day it has been necessary to prepare more than 300 quarts.

An average of 125 quarts of big baked prunes is the San Francisco commissary's daily output. Ever since that long ago day when boarding house keepers first discovered the humble prune, cooks have served this now aristocratic fruit stewed. It remained for Paul Reiss, Southern Pacific's internationally famous supervising chef, to question kitchen convention, pop the prune into the oven and produce something deliciously new for America's breakfasting travelers, *the baked prune*. These are baked in glass containers and placed under refrigeration in the commissary until ready to be issued to dining cars or ferry restaurants.

One function of the commissary is to relieve the dining car crews as well as the forces in the ferry boat restaurants, of as much work as possible, owing to the cramped quarters in which these crews have to operate. All meat is boned, trimmed, cut and made ready for cooking, and placed under refrigeration in the commissaries before delivery to the chefs.

Soup stocks are prepared in the commissaries in large quantities and this stock, properly refrigerated, is issued to dining car chefs in gallon jars and is responsible to no small extent for the acknowledged excellency of the Southern Pacific's thick soup. Pie dough is made in the commissary and placed in immense pans and placed in the baker's refrigerated compartment, until needed on the dining cars or ferry restaurants.

The Southern Pacific commissary department is said to lead all other roads in doing as much preparatory work as possible before issuing foodstuffs to the dining car crews and ferry restaurants. This practice is made possible largely by the large refrigerated compartments maintained at the various commissaries. The practice helps greatly in improving the service and tends towards standardization. It is the aim of the commissary department to prepare and cook the food in the same way, no matter on what part of the system the meal is served. Of course, the chefs have latitude to exercise their individuality.

A high standard of cleanliness, service and economy is observed at the Southern Pacific restaurants and railway clubs, all of which are equipped with refrigerator installations. The company's restaurant in the passenger station in San Francisco is representative of the station restaurants. All chill boxes under the counters are faced with glass and one can see at a glance that everything is in first class condition. Everything is open to inspection at all times. The store rooms are small so that no stocks can be kept on hand and so must be fresh when used.

It may be of interest to know something of the methods employed in serving food on a diner. The dining car crew commences to serve breakfast to passengers at 6:30 in the morning. Breakfast lasts until 10:00 o'clock, at which time the dining car is closed. The crew then sets to work to clean the silver, clean the pantries, wash the dishes and glasses, get the soiled linen stored away, and the clean linen out.

By that time it is 11:00 o'clock and they have to dress themselves and get prepared for luncheon at 12:00 o'clock. The dining car must be in perfect condition, everything ship-shape and clean. Luncheon goes on until nearly 2:00 o'clock.

At 2:00 or 2:15 p. m. the diner is closed again and the same preparations made for serving the evening meal at 5:30. The trainmen have to be served between meals.

The Southern Pacific company maintains a number of dining car inspectors who closely watch the dining cars, although the word "inspector" should really be changed to instructors, as they teach the men, out of their greater experience, to do better work.

Then the company has an instructing chef and instructing waiter operating out of Los Angeles, and an instructing chef and instructing waiter covering the northern lines from the Oakland commissary.

Under him are the instructing chefs, colored men, selected from the best of the Southern Pacific colored cooks.

The instructing waiters' duty is to work in co-operation with the commissaries and inspectors.

A "school car" for waiters is an obsolete dining car, completely set up in the yard for instruction of waiters, where make believe meals are served. Everything is exactly as it would be on a dining car in service, only food, of course, is not cooked or served.

Balsam-Wool INSULATION
Efficient, Light Weight, Odorless, Flexible
For samples and complete information address
WOOD CONVERSION COMPANY
360 N. Mich. Ave., Chicago, 101 Park Ave., N.Y.
Mills at Cloquet, Minn.

Distinctive Refrigeration Hardware
PATENTED TRIPLOCK
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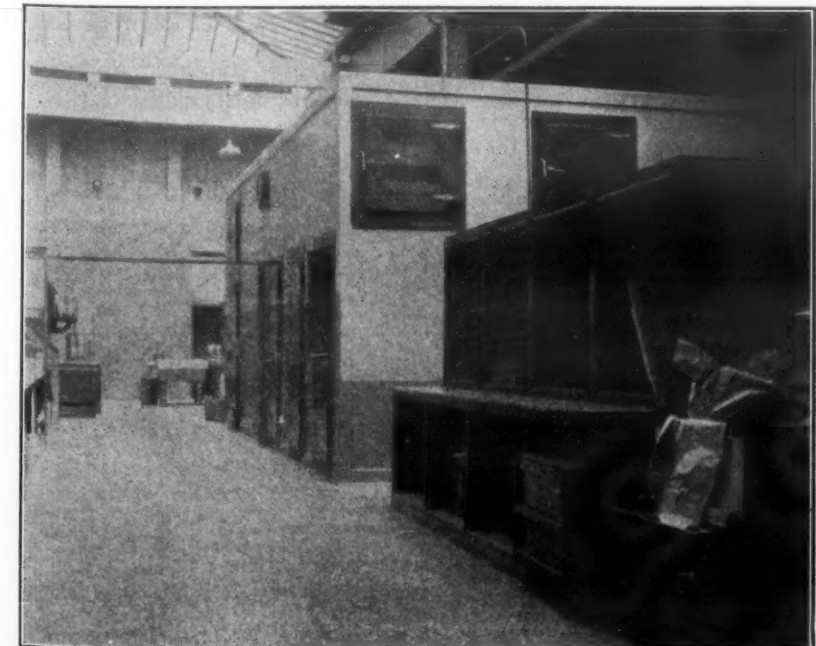
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View of refrigerator, 26 feet wide and 29 feet long, in Commissary Dept. of Southern Pacific R. R., San Francisco.